Second Annual

RADIO SURVEY

by
H. J. Skornia, Radio Director

Based on Telephone Interviews
by
Students of Radio
at
Indiana University
December - January
1947-1948

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Our thanks to Mr. Robert H. Lee and Mr. George C. Johnson, of the Radio Department, for assistance in preparing the questions used, and to Mr. Lee for helping in the preparation of instructions, and student assignments; to our many fine students for their patient and careful calls and reports; to the cooperative public for taking time to answer our questions; and to Miss Georgabell Henley for the many hours of arranging and checking tabulations with us.

H. J. Skornia
March 15, 1948

SALIENT RESULTS AT A GLANCE

IDENTIFICATION OF STATION AND/OR PROGRAM

Do Know Program and/or Station	1214
Don't Know Program and/or Station	378

OPINION OF RADIO

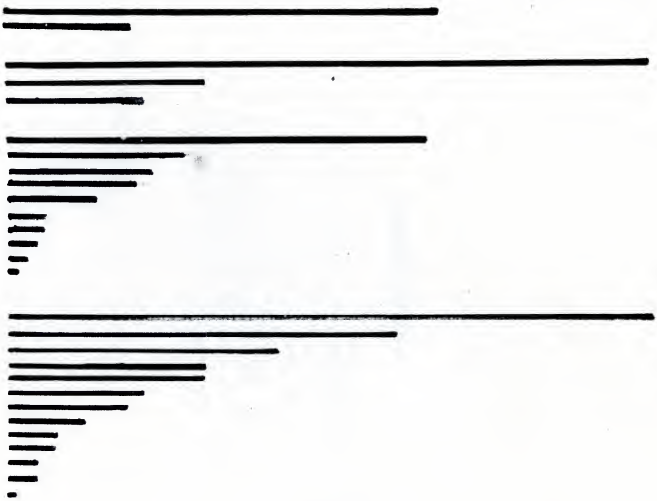
Think Radio is Getting Better	2421
Think Radio is Staying the Same	719
Think Radio is Getting Worse	407

TEN PRINCIPAL OBJECTIONS TO RADIO*

1) Commercials	505
2) Daytime Serials	196
3) Various Types of Music**	164
4) Reception (Static, Interference)	149
5) Mysteries	101
6) Too much comedy	44
7) Poor Production	37
8) Poor Children's Programs	28
9) Disc Jockeys	19
10) Quizzes	9

TYPES OF PROGRAMS "LIKED BEST"

1) Popular Music	718
2) News	431
3) Comedy-Variety	297
4) Classical Music	219
5) Other Music	215
6) Drama	151
7) Religious Programs	128
8) Sports	96
9) Quizzes	66
10) Mysteries	64
11) Educational Programs	46
12) Daytime Serials	46
13) Forums	18



* Others: Audience applause, Public Service Programs, Talks, Women's Programs, etc.

** I.E. one listener says "too much popular music", another "too much classical music", another "too much hill-billy music", etc.

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INTRODUCTION

For many years commercial broadcasters have been pointing out that radio educators can do a great deal for the industry in the way of research. In spite of the fact that last year's survey was our first, the general reaction was very favorable. Requests for copies ran to some two hundred and we were asked to continue by all means, and try to devise methods of getting more information on the qualitative reactions of listeners, since existing surveys already provide an abundance of information on radios turned on. We have tried, in a small way, to meet the need expressed. This survey therefore considers that part of its findings which pertain to radios on and off, and what people are listening to at specific periods, as incidental only. It is our hope that by this survey at least some ideas for new techniques may be generated and that in it may be found some facts, not available elsewhere, which may be of some value to broadcasters.

Findings have been placed in tables which, as far as possible, speak for themselves. The observations we make at the end of this survey are personal observations only, based on some two months of working with and compiling results.

INDIANA UNIVERSITY SECOND ANNUAL RADIO LISTENER SURVEY

This year, for the second time, members of certain Radio classes at Indiana University were assigned to conduct a telephone survey of radio listening. It is our belief and hope that such surveys have a number of values:

A. To the student, in acquainting him with a cross-section of the audience he hopes to broadcast to some day, and in demonstrating some of the problems confronting commercial broadcasters, and reasons back of present operations. Students maintain they learn a great deal from these surveys. Their understanding of the meaning of "the people" and of radio operation is greatly increased by them, by talking first-hand to a cross-section of unknown listeners.

B. To the community, in that being asked about radio causes listeners to think about it, and reminds them that they are the ones who determine radio's offerings.

C. To the industry in that, on the basis of our experience, these surveys represent the answers to a number of questions not evident in the usual quantitative or telephone survey, without pretending to be the final authority on listening habits anywhere.

We believe that this survey is considerably improved over the first, experimental survey of last year, and it is our hope that it may be of more value to all the interests it seeks to serve.

Briefly, this year's survey involved three separate sections:

1. A survey of his home town listening by each of 64 selected students during vacation periods, from December 19, 1947 through January 4, 1948. The results of this survey, given first, are presented as briefly as possible, since it covers only a few selected periods of the day and week, and was not as carefully supervised as part two, below.

   From the point of view of the students, it taught them impartial survey procedures, techniques and problems, and prepared them to do, more accurately and completely, the later sections of this survey series. Consequently, although interesting and as accurate, as such a brief survey can probably be, this section is a far less statistically valid or cross-sectional study than the Bloomington survey, it does provide a basis of interesting comparisons for different geographical areas.

2. A more detailed survey of Bloomington listening by a considerably enlarged and carefully supervised group of students, enrolled on the Bloomington campus, from January 6 through 16, 1948.

3. This same survey as for Bloomington was also run for Indianapolis and surrounding communities in its coverage area at the same dates by a smaller group of more mature students enrolled on the Indianapolis campus.

II. Home Town Survey

A. Procedures:

Because a large portion of these calls were to be made during the holiday season, and also because we believed this would be the first such survey taken in many of these areas, fewer questions were asked than for the two later portions of this series of surveys. The persons called by the coincidental method from the current telephone directory were asked:

1. Do you live in the city or in the country? (To ascertain rural vs. urban listening. This question was not asked in completely metropolitan areas, like Brooklyn, for example.)

2. What is your occupation (or that of Mr._____, Miss_____, Mrs._____, (name of person listed)) please?

3. **Do you have an FM receiver capable of reception now, please?**

4. **How many radios do you have in your home (for your own family's use)?**

5. **(In your opinion)** Do you think radio programs are getting better, or worse?

6. Is your radio on now, please?

7. What station and program is it tuned to please?

The persons called were then thanked, and the information was recorded, checked, typed on separate cards and later transferred to tabulation charts. The times at which these calls were made, and the cities and towns surveyed are listed below. It will be noted that the great majority of the calls were made at peak listening times (an attempt was made to call in all cities on Tuesday evenings) so listenership indicated is atypical. An asterisk* before the name of the city indicates a city without a radio station (on the basis of information available). The reasons for this identification will be evident from later tabulations and comparisons. Because of the number of survey operators available, as suggested above, only the few significant periods and hours noted were called, to preserve some value for the periods that were covered. Greater scattering would have resulted in less validity for the results attained.

CITIES AND TOWN IN WHICH THIS FRACTIONAL SURVEY WAS RUN
(*Asterisk indicates cities without stations, as stated above)

In Indiana:

City	Completed Calls	When Made
Anderson	30	Sun. 4:00- 7:00 p.m.
	24	Tues. 7:00-10:00 p.m.
*Auburn	24	Tues. 7:00-10:00 p.m.
*Batesville	24	Tues. 7:00-10:00 p.m.
*Brazil	22	Tues. 7:00-10:00 p.m.
*Chesterton	24	Tues. 7:00-10:00 p.m.
Connersville	20	Tues. 7:00-10:00 p.m.
*Crown Point	23	Tues. 7:00-10:00 p.m.
*Delphi	24	Sun. 4:00- 7:00 p.m.
East Chicago	24	Tues. 7:00-10:00 p.m.
Elkhart	24	Tues. 7:00-10:00 p.m.
Evansville (also FM)	23	Tues. 7:00-10:00 p.m.
Fort Wayne (also FM)	50	Sun. 11:30 a.m.-2:30 p.m.
	21	Sun. 4:00- 7:00 p.m.
	24	Tues. 7:00-10:00 p.m.
*Fowler	24	Sat. 5:00- 8:00 p.m.
*Frankfort	24	Tues. 7:00-10:00 p.m.
*Franklin	23	Tues. 7:00-10:00 p.m.
*Gary	38	Mon. 7:00-10:00 p.m.
	24	Sun. 11:30 a.m.-2:30 p.m.
	24	Sun. 4:00- 7:00 p.m.
	24	Sat. 5:00- 8:00 p.m.
	24	Mon. 7:00-10:00 p.m.
	29	Tues. 7:00-10:00 p.m.

City	Completed Calls	When Made
*Goshen	25	Tues. 7:00-10:00 p.m.
*Greenfield	25	Tues. 7:00-10:00 p.m.
*Greenville	25	Tues. 7:00-10:00 p.m.
*Greenwood	24	Tues. 7:00-10:00 p.m.
*Hagerstown	24	Tues. 7:00-10:00 p.m.
*Hazelton	24	Tues. 7:00-10:00 p.m.
Indianapolis (also FM)	23	Sun. 4:00-7:00 p.m.
	21	Sun. 11:30 a.m.-2:30 p.m.
	24	Sat. 5:00-8:00 p.m.
*Jasonville	24	Tues. 7:00-10:00 p.m.
*Jasper	24	Tues. 7:00-10:00 p.m.
*LaPorte	24	Tues. 7:00-10:00 p.m.
*Martinsville	20	Sun. 4:00-7:00 p.m.
	24	Tues. 7:00-10:00 p.m.
Michigan City	24	Sun. 4:00-7:00 p.m.
	25	Tues. 7:00-10:00 p.m.
*Mishawaka	24	Tues. 7:00-10:00 p.m.
Richmond	20	Tues. 7:00-10:00 p.m.
*Rochester	24	Tues. 7:00-10:00 p.m.
*Scottsburg	24	Tues. 7:00-10:00 p.m.
South Bend (also FM)	25	Tues. 7:00-10:00 p.m.
	24	Sat. 5:00-8:00 p.m.
*Stinesville	23	Tues. 7:00-10:00 p.m.
*Tipton	24	Tues. 7:00-10:00 p.m.

In three cases, Delphi, Fowler and Indianapolis, surveyors were unable to complete calls on Tuesday nights as assigned (to give comparable period calls from every city, before proceeding to other periods), so alternative periods were called as indicated. Otherwise, Tuesday evening calls were made in each city.

Outside Indiana: (*Asterisks indicate cities without stations, as above)

City	Completed Calls	When Made
Arlington, Virginia	24	Tues. 7:00-10:00 p.m.
*Beaver, Pennsylvania	23	Tues. 7:00-10:00 p.m.
Beloit, Wisconsin (FM only)	41	Tues. 7:00-10:00 p.m.
*Blue Island, Illinois	24	Tues. 7:00-10:00 p.m.
Brooklyn, New York	24	Tues. 7:00-10:00 p.m.
Chicago, Illinois (also FM)	17	Tues. 7:00-10:00 p.m.
	24	Mon. 7:00-10:00 p.m.
Dayton, Ohio	21	Tues. 7:00-10:00 p.m.
*Lynn, Massachusetts	23	Tues. 7:00-10:00 p.m.

City	Completed Calls	When Made
*Massillon, Ohio	24	Tues. 7:00-10:00 p.m.
Newark, New Jersey (also FM)	23	Tues. 7:00-10:00 p.m.
Newport News, Virginia	24	Tues. 7:00-10:00 p.m.
*Peekskill, New York	23	Tues. 7:00-10:00 p.m.
Pittsburgh, Pennsylvania (also FM)	24	Tues. 7:00-10:00 p.m.
*Skokie, Illinois	24	Tues. 7:00-10:00 p.m.
*Teaneck, New Jersey	24	Tues. 7:00-10:00 p.m.

Regardless of time zones of the above cities, all calls everywhere were made and recorded in terms of Central Standard Time. Only students in Eastern and Central Time zones were used.

The occupational divisions used for these surveys were developed as a result of last year's Bloomington Survey, which was a census of all Bloomington telephone homes. They are consequently not as well adapted to other areas, nor are they as satisfactory for smaller cross-sectional surveys as for surveys of greater numbers of listeners. In some cases, occupational groups, though too small to be statistically significant, are preserved as a matter of interest.

Occupation	Includes
1	Professions (other than educators)
2	Owners of businesses
3	Educators
4	Retired and Unemployed
5	Housewives (with particular reference to daytime programs — and when no other profession was given.)
6	Domestic Workers
7	Repair and Maintenance Workers
8	Factory and Railroad Workers
9	Drivers, Chauffeurs
10	Agricultural
11	Skilled Crafts
12	Communications Workers
13	Office and Personnel
14	Law Enforcement and Public Servants
15	Entertainment Workers
16	Sales Workers
17	Others

B. **Results:**

In the survey of home towns at the times previously indicated (noting that certain occupations in home towns are not adequately represented to provide statistically valid conclusions) the following tables should be of some interest. It will be noted

that not all persons called answered all questions adequately. Consequently the second figures in the various ratios (the denominators) are not necessarily the same in all tables.

TABLE I. RADIO OWNERSHIP BY OCCUPATIONS

That is, listeners' homes having more than one radio, expressed as the ratio of homes with more than one radio to the total homes called.

Occ.	Ratio	Percentage	Occ.	Ratio	Percentage
1	73/88	83	10	17/62	27
2	88/118	75	11	82/121	68
3	34/49	70	12	32/50	64
4	33/59	56	13	105/145	71
5	90/169	53	14	15/32	46
6	41/68	63	15	4/4	100
7	27/54	50	16	78/96	81
8	189/328	57	17	42/80	52
9	14/29	48	Total	964/1552	Avg. 62

TABLE II. RADIOS ON VERSUS OFF BY OCCUPATIONS

In considering the validity of these figures, it should be remembered that of these calls, 72% were made Tuesdays from 7:00–10:00 p.m., 5.5% were made Mondays from 7:00–10:00 p.m., 6% were made Saturdays from 5:00–8:00 p.m., 6% were made Sundays from 11:30 a.m.–2:30 p.m., and 10.5% were made Sundays from 4:00–7:00 p.m. In other words, the times the calls were made represent far higher listenability than a survey of daytime or an entire week's listening.

Occ.	On/Off	Percentage On	Occ.	On/Off	Percentage On
1	44/44	50	10	25/37	40
2	47/71	38	11	67/54	55
3	23/26	46	12	27/23	54
4	25/34	42	13	75/70	51
5	87/82	51	14	16/16	50
6	32/36	47	15	3/1	75
7	26/28	48	16	52/44	54
8	175/153	53	17	33/47	41
9	16/13	55	On/Off	772/780	Avg. % on 49%

TABLE III. ARE PROGRAMS GETTING BETTER OR WORSE OR REMAINING THE SAME, BY OCCUPATIONS?

Many listeners did not comment at all, hence totals are not necessarily the same as for other questions, and in some occupations little comment was secured.

Occupation	Getting Better	Getting Worse	Same
1	57	18	12
2	80	14	20
3	34	8	7
4	41	7	9
5	95	21	10
6	45	7	10
7	30	4	7
8	221	47	35
9	20	1	3
10	35	8	5
11	71	22	16
12	40	5	4
13	89	27	17
14	15	3	7
15	1	0	1
16	62	5	17
17	42	14	16
	Total 978 (71%)	Total 211(15%)	Total 196 (14%)

TABLE IV. LISTENING TO LOCAL PROGRAMS, AS COMPARED TO LISTENING TO NETWORK PROGRAMS BY OCCUPATIONS AND TIMES

Many listeners gave indefinite or inconclusive replies which had to be discarded, hence totals are not necessarily the same as for other tables.

By Occupations

Occ.	Local	Network	Occ.	Local	Network
1	4	38	10	3	24
2	7	36	11	10	46
3	3	20	12	2	22
4	3	21	13	6	67
5	9	71	14	1	11
6	4	29	15	1	2

(Continued)

By Occupations (Cont.)

Occ.	Local	Network	Occ.	Local	Network
7	0	19	16	5	46
8	15	139	17	6	26
9	2	13	Total	81 (11.3%)	630 (88.7%)

By Times

	Time	Local	Network
Sunday	11:30 a.m. – 12:00 noon	2	3
Sunday	12:00 – 12:30 p.m.	4	2
Sunday	12:30 – 1:00 p.m.	3	3
Sunday	1:00 – 1:30 p.m.	3	6
Sunday	1:30 – 2:00 p.m.	1	4
Sunday	2:00 – 2:30 p.m.	3	4
Sunday	4:00 – 4:30 p.m.	0	7
Sunday	4:30 – 5:00 p.m.	2	5
Sunday	5:00 – 5:30 p.m.	1	4
Sunday	5:30 – 6:00 p.m.	2	11
Sunday	6:00 – 6:30 p.m.	2	20
Sunday	6:30 – 7:00 p.m.	0	17
Monday	7:00 – 7:30 p.m.	2	8
Monday	7:30 – 8:00 p.m.	0	7
Monday	8:00 – 8:30 p.m.	0	4
Monday	8:30 – 9:00 p.m.	0	11
Monday	9:00 – 9:30 p.m.	0	11
Monday	9:30 – 10:00 p.m.	1	6
Tuesday	7:00 – 7:30 p.m.	11	57
Tuesday	7:30 – 8:00 p.m.	9	82
Tuesday	8:00 – 8:30 p.m.	11	92
Tuesday	8:30 – 9:00 p.m.	2	88
Tuesday	9:00 – 9:30 p.m.	5	86
Tuesday	9:30 – 10:00 p.m.	8	64
Saturday	5:00 – 5:30 p.m.	2	0
Saturday	5:30 – 6:00 p.m.	2	3

(Continued)

By Times (Cont.)

Time				Local	Network
Saturday	6:00	–	6:30 p.m.	2	1
Saturday	6:30	–	7:00 p.m.	1	4
Saturday	7:00	–	7:30 p.m.	2	8
Saturday	7:30	–	8:00 p.m.	0	12
			Total	81	630
				(11.3%)	(88.7%)

TABLE V. NETWORK LISTENING BY OCCUPATION

Listed in order of preference, within groups, No. 1 indicating the most listeners, No. 2, the next most programs listed together in a given group having an equal number of listeners. Programs listed only once are not included.

A. Tuesday evenings, 7:00–10:00 p.m. (1133 calls)

Occ.	Programs
1	1. Milton Berle 2. Bob Hope 3. Big Town, Date with Judy, Red Skelton 4. Amos and Andy, Gabriel Heatter 5. Boston Symphony, Fibber and Molly, The Norths, Official Detective, Town Meeting
2	1. Bob Hope 2. Date with Judy, Red Skelton 3. Milton Berle 4. Amos and Andy 5. Big Town, Fibber and Molly, The Norths, Studio 1
3	1. Fibber and Molly 2. Town Meeting 3. Official Detective 4. Bob Hope, Date with Judy, The Norths, Red Skelton
4	1. Bob Hope 2. The Norths, Red Skelton 3. Amos and Andy, Date with Judy 4. Big Town, Fibber and Molly, Studio 1, Boston Symphony
5	1. Bob Hope 2. Fibber and Molly 3. Date with Judy 4. Amos and Andy 5. Red Skelton, We The People 6. Town Meeting 7. The Norths, Studio 1 8. Big Town, Boston Symphony, Official Detective, Open Hearing
6.	1. Amos and Andy 2. Fibber and Molly, Bob Hope 3. Big Town, Date with Judy 4. American Forum, The Norths, Red Skelton, Town Meeting, We The People
7	1. Fibber and Molly 2. Bob Hope 3. Big Town, The Norths, Red Skelton 4. American Forum, Milton Berle, Date with Judy, Town Meeting

Occ.	Programs
8	1. Amos and Andy 2. Bob Hope 3. Fibber and Molly 4. Red Skelton 5. Big Town, Date With Judy 6. Milton Berle, We The People 7. Boston Symphony, The Norths 8. Town Meeting, Studio I, Mystery Traveler
9	1. Red Skelton 2. Bob Hope 3. American Forum, Amos and Andy, Date with Judy
10	1. Milton Berle, Fibber and Molly, The Norths 2. Date with Judy, Red Skelton 3. Amos and Andy, Big Town, Bob Hope, Studio I, Town Meeting
11	1. Fibber and Molly 2. Amos and Andy 3. Red Skelton 4. Big Town 5. Town Meeting 6. American Forum, Milton Berle, Boston Symphony, Bob Hope, The Norths, Studio I, Town Meeting
12	1. Amos and Andy, Fibber and Molly, Date with Judy 2. Bob Hope, The Norths, Red Skelton 3. Big Town
13	1. Amos and Andy 2. Bob Hope 3. Milton Berle, Fibber and Molly, Red Skelton 4. Date with Judy 5. The Norths, Town Meeting 6. Official Detective, Studio I 7. Big Town, Let Freedom Ring, We The People
14	1. Bob Hope, Red Skelton 2. Studio I 3. Amos and Andy, Fibber and Molly
15	Too small to be significant
16	1. Fibber and Molly, Bob Hope 2. Amos and Andy, The Norths, Red Skelton 3. Milton Berle, Date with Judy, Town Meeting 4. Big Town, Studio I, Zane Grey
17	1. Date with Judy 2. Amos and Andy, Fibber and Molly 3. Bob Hope, Red Skelton, Studio I 4. Big Town, Boston Symphony, We The People

For the following times inadequate calls were made to provide valid comparisons. Hence, the network programs listened to are simply listed, the order having no significance, except for occupations 2, 8, 11, and 16.

8. Sunday, 11:30-2:30 p.m. and 4:00-7:00 p.m. (260 calls)

Occ.	Programs
1	Phil Harris, Jack Benny, Ford Theatre, Gabriel Heatter
2	1. Jack Benny 2. Counterspy, Those Websters, Ozzie and Harriet

Occ.	Programs
3	Nick Carter
4	Greatest Story
5	Phil Harris, Davis Sings
6	Harvest of Stars, Phil Harris, Sherlock Holmes, The Shadow, Jack Benny
7	None
8	1. Jack Benny 2. Phil Harris, Blondie, The Shadow 3. Drew Pearson, Stephen Graham, William Shirer, Nick Carter, Child's World, New York Philharmonic, Counter-spy, Sunday Vespers, Schaeffer Parade
9	Phil Harris, Quick As A Flash
10	Hollywood Star Preview
11	1. The Shadow 2. Nick Carter, Gene Autry, University of Chicago Round-table, R.C.A. Victor, Schaeffer Parade, Jack Benny, Phil Harris
12	For Your Approval, Jack Benny, Harvest of Stars, Coca-Cola, Blondie, Phil Harris, Family Hour
13	Eternal Light, Hollywood Star Preview, Ozzie and Harriet, Gene Autry, Blondie
14	Sam Pettengill
15	None
16	1. Jack Benny 2. Eternal Light, Harvest of Stars, Hollywood Star Preview
17	For Your Approval, Nick Carter, Blondie, Ford Theatre

C. Monday, 7:00–10:00 p.m. (86 calls)

Occ.	Programs
1	Fred Waring
2	None
3	Dr. I.Q.
4	None
5	1. Telephone Hour 2. Cavalcade of America, Lux Theatre 3. My Friend Irma, Arthur Godfrey, Contented Hour
6	Charlie Chan, Lux Theatre, Gangbusters (by E.T.)
7	Contented Hour, Screen Guild
8	1. Gangbusters (by E.T.), Lux Theatre 2. Inner Sanctum 3. Charlie Chan, Real Stories, Screen Guild
9	Dr. I.Q.
10	None

Occ.	Programs
11	Cavalcade of America, Voice of Firestone, Contented Hour
12	Lux Theatre
13	Dr. I.Q., My friend Irma, Gangbusters (by E.T.), Opie Cates
14	None
15	None
16	Inner Sanctum, Lux Radio Theatre
17	Telephone Hour, Fred Waring, Arthur Godfrey

D. Saturday, 5:00-8:00 p.m. (97 calls)

Occ.	Programs
1	Life of Riley
2	Abe Burrows, Ross Dolan
3	None
4	Life of Riley, Abe Burrows, Truth or Consequences
5	None
6	Ross Dolan
7	None
8	1. Life of Riley, Truth or Consequences 2. J. Beal, Curtain Time, Hawaii Calls, Abe Burrows
9	None
10	Truth or Consequences
11	Truth or Consequences
12	Truth or Consequences
13	Famous Jury Trials
14	None
15	J. Beal
16	None
17	None

TABLE VI. DO KNOW VERSUS DON'T KNOW PROGRAM BY OCCUPATION

Does not refer to station identification. This table is provided inasmuch as it reveals inattention to program impact, a factor which we wished to preserve rather than urging listeners to "find out" what they were "listening" to.

Occ.	Ratio	Occ.	Ratio
1	40/4	10	25/0
2	43/4	11	56/11
3	23/0	12	24/3

(Continued)

Occ.	Ratio	Occ.	Ratio
4	24/1	13	73/2
5	83/4	14	13/3
6	32/0	15	3/0
7	22/4	16	50/2
8	160/15	17	29/4
9	15/1	Total	715/58 (92½%/7½%)

TABLE VII. PERCENTAGE OF RADIOS ON BY TIMES, WITH CITIES INDICATED

Although of interest, the number of calls made is too small to provide trustworthy conclusions, except perhaps for Tuesday evenings.

A. For all cities except Delphi, Fowler and Indianapolis. (1133 completed calls.)

Time	Percentage On
Tuesday 7:00–7:30 p.m.	40%
Tuesday 7:30–8:00 p.m.	50%
Tuesday 8:00–8:30 p.m.	51%
Tuesday 8:30–9:00 p.m.	51%
Tuesday 9:00–9:30 p.m.	49%
Tuesday 9:30–10:00 p.m.	43%

B. For the following cities only: Fort Wayne, Indianapolis, and Gary. (92 completed calls.)

Time	Percentage On
Sunday 11:30–12:00 noon	28%
Sunday 12:00–12:30 p.m.	39%
Sunday 12:30– 1:00 p.m.	58%
Sunday 1:00– 1:30 p.m.	75%
Sunday 1:30– 2:00 p.m.	50%
Sunday 2:00–2:30 p.m.	50%

C. For the following cities only: Martinsville, Indianapolis, Michigan City, Anderson, Fort Wayne, Gary, and Delphi. (168 completed calls.)

Time	Percentage On
Sunday 4:00–4:30 p.m.	38%
Sunday 4:30–5:00 p.m.	34%
Sunday 5:00–5:30 p.m.	32%

(Continued)

Time	Percentage On
Sunday 5:30–6:00 p.m.	59%
Sunday 6:00–6:30 p.m.	79%
Sunday 6:30–7:00 p.m.	65%

D. For the following cities only: Chicago and Gary. (86 completed calls.)

Time	Percentage On
Monday 7:00–7:30 p.m.	73%
Monday 7:30–8:00 p.m.	50%
Monday 8:00–8:30 p.m.	28%
Monday 8:30–9:00 p.m.	78%
Monday 9:00–9:30 p.m.	78%
Monday 9:30–10:00 p.m.	47%

E. For the following cities only: Indianapolis, South Bend, Gary, and Fowler. (97 completed calls.)

Time	Percentage On
Saturday 5:00–5:30 p.m.	18%
Saturday 5:30–6:00 p.m.	50%
Saturday 6:00–6:30 p.m.	43%
Saturday 6:30–7:00 p.m.	41%
Saturday 7:00–7:30 p.m.	62%
Saturday 7:30–8:00 p.m.	62%

Average percent of radios on at all of above (atypical) periods — app. 49%

TABLE VIII. RADIOS ON AND LISTENING PREFERENCES FOR NETWORK PROGRAMS BY TIMES

This table obviously excludes undentified and non-network listening.

A. Tuesday evenings from 7:00–10:00 (of 433 listeners found (out of 1133 called) listening to network programs, and able to name the program with certainty.)

Time	Ratio of Radios On	Programs
7:00–7:30	76/190	1. Milton Berle and Big Town (each 25) 2. Mysterious Traveler (1)
7:30–8:00	96/190	1. Date With Judy (40) 2. The Norths (25) 3. American Town Meeting (10) 4. Official Detective (6)
8:00–8:30	105/197	1. Amos and Andy (60) 2. We The People (11) 3. Town Meeting (9) 4. Gabriel Heatter (2)

Time	Ratio of Radios On	Programs
8:30–9:00	95/185	1. Fibber McGee and Molly (65) 2. Studio I (14) 3. Boston Symphony (5) 4. Zane Grey (1)
9:00–9:30	98/198	1. Bob Hope (72) 2. American Forum (4) 3. Boston Symphony (2) 4. Studio I (1)
9:30–10:00	76/173	1. Red Skelton (53) 2. Let Freedom Ring (1) 3. Open Hearing (1)

B. Sunday from 11:30–2:30 p.m. (of 16 listeners found listening to network programs, and able to identify program with certainty.)

Time	Ratio of Radios On	Programs
11:30–12:00	5/18	The Eternal Light (2)
12:00–12:30	7/18	1. William Shirer (1) 2. Sam Pettengill (1)
12:30–1:00	7/12	1. For Your Approval (2) 2. University of Chicago (1)
1:00–1:30	9/12	1. R.C.A. Victor (1) 2. Stephen Graham (1)
1:30–2:00	7/14	1. Harvest of Stars (3) 2. Sunday Vespers (1)
2:00–2:30	9/18	1. Schaeffer Parade (2) 2. New York Philharmonic (1)

C. Sunday from 4:00–7:00 p.m. (of 60 listeners found listening to network programs, and able to identify program with certainty.)

Time	Ratio of Radios On	Programs
4:00–4:30	11/29	1. The Shadow (6) 2. Ford Theatre (3) 3. Davis Sings (1)
4:30–5:00	10/29	1. Counterspy (2) 2. Quick as a Flash (1)
5:00–5:30	9/28	1. Drew Pearson (1) 2. Family Hour (1) 3. Those Websters (1)
5:30–6:00	16/27	1. Nick Carter (4) 2. Hollywood Star Preview (3) 3. Coca-Cola (1) 4. Greatest Story (1)
6:00–6:30	23/29	1. Jack Benny (16) 2. Gene Autry (2) 3. Child's World (1) 4. Sherlock Holmes (1)
6:30–7:00	17/26	1. Phil Harris (9) 2. Blondie (6) 3. Gabriel Heatter (1)

D. Monday evenings from 7:00-10:00 (of 42 listeners found listening to network programs, and able to identify program with certainty.)

Time	Ratio of Radios On	Programs
7:00-7:30	11/15	1. Cavalcade of America (3) 2. Inner Sanctum (3)
7:30-8:00	7/14	1. Charlie Chan (2) 2. Arthur Godfrey (2) 3. Voice of Firestone (1) 4. Opie Cates (1)
8:00-8:30	4/14	1. Telephone Hour (4) 2. Lux Theatre (3) 3. Real Stories (1)
8:30-9:00	11/14	1. Lux Theatre (5) 2. Dr. I.Q. (3)
9:00-9:30	11/14	1. Gangbusters (E.T.) (5) 2. Contented Hour (3) 3. My Friend Irma (2)
9:30-10:00	7/15	1. Fred Waring (2) 2. Screen Guild (2)

E. Saturday evenings from 5:00-8:00 (of 23 listeners found listening to network programs, and able to identify program with certainty.)

Time	Ratio of Radios On	Programs
5:00-5:30	3/16	None
5:30-6:00	8/16	Jack Beal (2)
6:00-6:30	7/16	Hawaii Calls (1)
6:30-7:00	7/17	1. Abe Burrows (3) 2. Curtain Time (1)
7:00-7:30	10/16	1. Life of Riley (4) 2. Ross Dolan (2)
7:30-8:00	10/16	1. Truth or Consequences (9) 2. Famous Jury Trials (1)

TABLE IX. FM OWNERSHIP RATIO (INDICATED AS RATIO OF HOMES HAVING FM TO TOTAL HOMES REPLYING TO QUESTION) AND RADIOS ON VERSUS OFF BY TOWNS

*Asterisk indicates towns with no stations.

In Indiana:

Towns	FM Ratio	FM %	On	Off	% On
Anderson	9/54	16%	27	27	50%
*Auburn	2/24	8%	9	15	37%
*Batesville	0/24	0%	10	14	41%
*Brazil	0/22	0%	4	18	18%
*Chesterton	0/24	0%	9	15	37%
Connersville	4/20	20%	15	5	75%
*Crown Point	4/23	17%	8	15	34%
*Delphi	0/24	0%	15	9	62%
East Chicago	0/24	0%	13	11	54%
Elkhart	2/24	8%	8	16	33%
Evansville (also FM)	4/23	17%	13	10	56%
Fort Wayne (also FM)	8/95	8%	45	50	47%

(Continued)

Towns	FM Ratio	%	On	Off	% On
*Fowler	0/24	0%	14	10	58%
*Frankfort	4/24	16%	16	8	66%
*Franklin	2/23	8%	12	11	52%
*Gary	17/163	10%	93	70	57%
*Goshen	2/25	8%	14	11	56%
*Greenfield	4/25	16%	11	14	44%
*Greenville	0/25	0%	9	16	36%
*Greenwood	0/24	0%	10	14	41%
*Hagerstown	0/24	0%	9	15	37%
*Hazelton	0/24	0%	12	12	50%
Indianapolis (also FM)	8/68	12%	34	34	50%
*Jasonville	3/24	12%	6	18	25%
*Jasper	8/24	33%	7	17	29%
*LaPorte	4/24	16%	13	11	54%
*Martinsville	3/44	7%	19	25	43%
Michigan City	3/49	6%	11	38	22%
*Mishawaka	2/24	8%	12	12	50%
Richmond	1/20	5%	10	10	50%
*Rochester	0/24	0%	11	13	45%
*Scottsburg	0/24	0%	9	15	37%
South Bend (also FM)	8/49	16%	26	23	53%
*Stinesville	0/23	0%	8	15	34%
*Tipton	0/24	0%	14	10	58%
Total and Average	102/1103	9%	556	627	47%

Outside Indiana:

Towns	FM Ratio	%	On	Off	% On
Arlington, Virginia	2/24	8%	9	15	37%
*Beaver, Pennsylvania	1/23	4%	13	10	56%
Beloit, Wisconsin (also FM)	4/41	9%	29	12	70%
*Blue Island, Illinois	1/24	4%	13	11	54%
Brooklyn, New York	1/24	4%	15	9	62%
Chicago, Illinois (also FM)	4/41	9%	20	21	48%
Dayton, Ohio	1/21	4%	4	17	19%
*Lynn, Massachusetts	4/23	17%	16	7	69%
*Massillon, Ohio	2/24	8%	15	9	62%
Newark, New Jersey (also FM)	4/23	17%	11	12	47%
Newport News, Virginia	1/24	4%	11	13	45%
*Peekskill, New York	4/23	17%	13	10	56%
Pittsburgh, Pennsylvania (also FM)	0/24	0%	9	15	37%
*Skokie, Illinois	0/24	0%	10	14	41%
*Teaneck, New Jersey	3/24	12%	12	12	50%
Total and Average	32/387	7%	200	187	51%

Percentages for Indiana and Non-Indiana cities together: app. 8.6% FM, App. 49% on.

TABLE X. RADIOS ON VERSUS OFF AND FM LISTENING IN CITIES WITH STATIONS AS COMPARED WITH CITIES WITHOUT STATIONS

Cities With Stations					Cities Without Stations				
FM Ratio	%	On	Radios Off	% On	FM Ratio	%	On	Radios Off	% On
68/648	10.4%	310	338	47.8%	66/922	7.1%	446	476	48.3%

TABLE XI. FM OWNERSHIP BY OCCUPATIONS

Indicated as ratio of FM ownership to total homes.

Occ.	No. of FM's	%	Occ.	No. of FM's	%
1	11/88	12%	10	3/62	4%
2	17/118	14%	11	18/121	14%
3	9/49	18%	12	2/50	4%
4	4/59	6%	13	12/145	8%
5	8/169	4%	14	3/32	9%
6	3/68	4%	15	0/4	0%
7	2/54	3%	16	16/96	16%
8	16/328	5%	17	7/[illegible]	8%
9	3/29	10%	Average	134/1552	8.6%

TABLE XII. URBAN VERSUS RURAL LISTENING

These tables are of interest, but are of less validity than for the Bloomington survey because so few rural calls (only 134 out of 1552 total calls were to rural listeners) were made in this survey. It does reflect rural listening at the times indicated (72% on Tuesday 7:00-10:00 p.m. etc. as listed in earlier tables) and may indicate some rural reaction to variety programs.

URBAN	%	RURAL	%
On	50.6%	On	37%
Off	49.4%	Off	63%
Better	70.6%	Better	71%
Worse	15.4%	Worse	13.5%
Same	14%	Same	15.5%
Network	88.5%	Network	92.8%
Local	11.5%	Local	7.2%
FM Ratio	9%	FM Ratio	3%
Own More Than One Radio	64%	Own More Than One Radio	37%

II. Bloomington Survey

A. Procedures:

Because all Bloomington residents with telephones, and many without telephones, have had frequent contact with radio and other University surveys before, and have developed considerable tolerance for such surveys, the questions asked in this part of the survey series were more numerous than for the home town survey. 2056 of the approximately 6000 residence telephone homes in the Bloomington directory were called by the coincidental method this year as compared to last year's 5481 completed calls. The questions asked were:

1. Do you live in town or in the country?
2. What is your occupation, please? (Or that of Mr., Mrs., Miss, name of person listed.)
3. How many radios do you have in your home?
4. Do you have a car radio?
5. Do you have an FM receiver, capable of reception now, please?
6. Do you think radio is getting better or worse?
7. What is your principal objection to radio?
8. What do you like best about it?
9. Is your radio on now?
10. (If on) What station and program is it tuned to, please?
11. What do you think of it (the program you are listening to)?
12. How many are listening to it, please?

The callee was then cordially thanked, and the information received was recorded on typed cards for detailed checking and alphabetical filing, to prevent having the same persons called again for other types of radio surveys contemplated later in the year, and charts were prepared as for the home town survey.

It should be pointed out that Bloomington, with a population of some 30,000, and two years ago without a radio station, now has in operation two commercial stations both non-network, plus an experimental, high-frequency AM station receivable on either special adaptors or FM receivers, and CPs for another AM station, two FM stations, and a television station. In comparing the listenership of the two operating AM stations it should of course be remembered that WSUA is a 1,000 watt, daytime station, whereas WTOM is a 100 watt full-time station.

As to out-of-town stations, reception is fairly good for NBC and CBS stations, fair for MBS, and relatively undependable at night particularly, for ABC. Several FM stations are beginning to be heard in this area, although the first Bloomington FM station scheduled, WSUA-FM, is not yet on the air or even under construction. This, plus rather active promotion earlier of the experimental station intended to show the superiority of high-frequency AM over FM, makes for a rather special FM situation in the area surveyed.

Occupational classifications are the same as for the first portions of this survey.

B. Results:

The specific numbers of calls for each of the periods and occupations involved, are listed in the following tables, eliminating the

necessity for prefatory remarks other than to state that calls were divided as evenly as possible, as shown, among all the half-hour periods of the week, from 8:00 A.M. to 10:00 P.M. Hence this section is a far more accurate picture of radio listening as a whole than the tables in part I, above.

TABLE I

HOME, CAR AND FM RADIO OWNERSHIP AND AVERAGE NUMBER LISTENING AT HOME RADIO AT TIME CALLED, BY OCCUPATIONS

(2,056 homes)

Occ.	More than one radio		Car Radio		FM Radio		Aver. listeners per radio
1	38/71	53%	25/71	35%	6/71	8.4%	1.05
2	76/104	73%	63/104	60%	15/104	14.4%	1.55
3	68/153	44%	40/153	26%	6/153	3.9%	1.79
4	79/162	48%	35/162	21%	4/162	2.4%	1.90
5	159/278	57%	71/278	25%	14/278	5 %	1.92
6	58/142	40%	26/142	18%	6/142	4.2%	1.22
7	30/124	24%	19/124	15%	3/124	2.4%	1.95
8	148/293	50%	87/293	29%	18/293	6.1%	2.02
9	14/34	41%	10/34	29%	0/34	—	2.54
10	13/44	29%	13/44	29%	0/44	—	2.71
11	69/139	49%	42/139	30%	5/139	3.5%	2.25
12	19/46	41%	8/46	17%	4/46	8.7%	2.52
13	83/131	63%	58/131	44%	14/131	10.6%	2.11
14	14/27	52%	12/27	44%	1/27	3.7%	3.0
15	8/10	80%	1/10	10%	1/10	10 %	2.0
16	71/105	67%	56/105	53%	6/105	5.7%	1.97
17	100/190	52%	58/190	30%	8/190	4.2%	1.89
Totals	1047/2056	59%	624/2056	30%	111/2056	5.4%	Average: 2.02

TABLE II

RADIOS ON AND OFF BY OCCUPATION, AND (OPINIONS AS TO) WHETHER RADIO IS BECOMING, BETTER, WORSE, OR REMAINING THE SAME (OF THE 1787 PERSONS WHO ANSWERED THIS LATTER QUESTION).

Occ.	On	Off	% On	Getting Better	Getting Worse	Staying Same
1	20	51	28%	36	8	26
2	40	64	38%	74	8	28
3	39	114	25%	69	27	34
4	40	122	24%	80	21	30
5	77	201	27%	154	33	61

(Continued)

Occ.	On	Off	% On	Getting Better	Getting Worse	Staying Same
6	58	84	40%	83	8[illegible]	27
7	23	101	18%	47	6	12
8	95	198	32%	189	19	50
9	11	23	32%	29	0	4
10	7	37	15%	20	2	9
11	36	103	25%	86	16	24
12	17	29	36%	34	3	8
13	45	86	34%	79	11	27
14	8	19	30%	21	3	5
15	1	7	12%	7	1	0
16	39	66	37%	72	10	16
17	55	140	28%	109	30	38
Totals:	611	1445	29%	1182–66.1%	206–11.5%	399–22.4%

TABLE III

LISTENING TO OUT OF TOWN STATIONS, VS. BLOOMINGTON STATIONS, BY OCCUPATION

	Local		Out of Town Stations								
Occ.	WTOM	WSUA*	WLW	WMAQ	WHAS	WIRE	WFBM	WGN	WISH	WIBC	Others
1	3	1	2			1	1				
2	11	6	9	2	1						
3	9	2	2	1	2	1	2	1			1–WBOW
4	5	1	8	4	2		1	1	2		
5	21	8	17	1	4	1	1	4			3 (WLS–1 WKRC–1 WJJD–1)
6	8	7	7	1	2		1		1	1	1–WCKY
7	6	7	4		1						2–WLS, 1–WDZ
8	15	15	20	1	3	2		1	4	3	1–WBBM 2–WRVA 1–WCKY
9	3	1	4			1					
10	2	3			1						
11	10	5	6		2					1	1–WDZ
12	3	6								1	
13	13	3	15	2	1	1	3	1	1	1	
14	3	1	3			1					
15	1	0									
16	7	8	10	1	1	1			1		1–WBBM 1–CKLW
17	18	8	11	1	3	1	2	2			
TOTALS:	138	82	121	14	23	10	11	10	9	7	15

* This station was on the air only from 7:00 A.M. to 4:45 P.M., hence comparisons on the basis of total listening are not valid. See Table XIII for comparison of listening by times.

TABLE IV

FAILURE TO IDENTIFY STATION, PROGRAM, OR EITHER*

Occ.	Don't know Program	Don't know Station	Don't know Either	Ratio of these 3 to radios on	% in 3 categories of radios on
1	5	11	1	17/20	85%
2	3	10	1	14/40	35%
3	13	15	3	31/39	79%
4	10	10	6	26/40	65%
5	16	13	4	33/77	42%
6	18	23	6	46/58	79%
7	1	2	3	6/23	26%
8	11	17	7	35/95	36%
9	4	1	1	6/11	54%
10	0	1	0	1/7	14%
11	0	10	1	10/36	27%
12	3	2	2	7/17	41%
13	8	2	2	12/45	26%
14	1	0	0	1/8	12%
15	—	None listed	—		
16	3	5	3	11/39	28%
17	10	5	4	19/55	34%
Totals:	106/611 17.3%	127/611 20.8%	44/611 7.2%	277/611	Avg. 45.3%

* In comparing this table with the comparable table in the Home Town Survey it should be kept in mind that the earlier one surveyed principally evening periods with programs well-established over many years, and more likely to be identified.

TABLE V

LISTENING BY OCCUPATIONS

No. 1 indicates most listeners, without distinction within grouping: No. 2 next most listeners, etc. *Asterisk indicates non-network programs although this distinction is not made for news programs.

Occ.	Programs
1	1. Basketball* 2. Album of Familiar Music, Blondie, Charlie McCarthy, Kay Newell Sings*, Ted Malone, Market reports*, Musicana, Local News, Northwestern Reviewing Stand, Screen Guild.
2	1. Local music* 2. Basketball*, Fibber McGee 3. Jack Carson, Christian church* 4. Afternoon Variety*, Jack Benny, Milton Berle, A. Burrows, Charlie Chan, Mr. District Attorney, Dennis Day, Eternal Light, Phil Harris, Bob Hope, Dick Jackson*, Date with Judy, Sammy Kaye, Reed Smith*, Spotlight Review*, Take it or Leave It, Fred Waring, We the People.
3	1. Local music* 2. Basketball*, News. 3. Don Ameche, Armstrong Theatre of Today, Milton Berle, Concert Hour*, Bing Crosby, First Nighter, Income Tax Review*, Ed. R. Murrow, Metropolitan Opera, Wm. Shirer, Twenty Questions, Fred Waring, Woman's Page*, Raymond Swing.

Occ.		Programs
4	1.	Fred Allen, Dr. Alexander, Jack Benny, Charlie McCarthy, Morning Devotions*, News, Local music*.
	2.	Blondie, Supper Club, Concert Hour*, Curtain Time, Dennis Day, Gildersleeve, King Cole Trio, Ladies' Listen*, Bob Ripley.
5	1.	Local music*, News
	2.	Basketball*
	3.	Lux Theatre
	4.	Sherlock Holmes, Charlie McCarthy, The North's
	5.	Fred Allen, Amos and Andy, Jack Benny, Big Town, Buck Lemon*, Corliss Archer, Christian Church*, Mr. District Attorney, Eternal Light, Jimmy Fidler, Phil Harris, Hire's to You, Date with Judy, Ruth Laverone1, Linco Quiz*, Lowell Thomas, Morning Devotions*, Morning Matinee*, Right to Happiness, Sacred Heart*, School of the Sky*, Reed Smith*, Sylvia (Farrell), This Day*, When a Girl Marries, Walter Winchell.
6	1.	Fred Allen, Basketball*, Local music*.
	2.	Buck Lemon*, Christian Church*, Fish and Hunt Club, House of Mystery, Life of Riley, Memory Hour*, Nick Carter, N.Y. Philharmonic, Quiz Kids, Stella Dallas, This Day*, We the People, Woman's Page*, Man Called X.
7	1.	Basketball*
	2.	Fat man, Local music*, News.
	3.	Big Town, Calendar of the Air, Jack Carson, Christian Church Concert Hour*, Farm Hour*, Fibber McGee, Pepper Young, Sunshine Hour*.
8	1.	News
	2.	Lux Theatre, Local Music*
	3.	Blondie, Jack Carson, Church of Christ*, Betty Crocker, F. B. I., Red Skelton, Take It or Leave It, Truth or Consequences.
	4.	Album of Familiar Music, Fred Allen, Gracie Allen, Henry Aldrich, Jack Benny, A. Burrows, Capitol Comment, Supper Club, Coffee Time*, Concert Hour*, Contented Hour, Bing Crosby, Mr. District Attorney, Dixie Four*, Jimmy Durante, Easy Does It*, Farm Hour*, Fibber McGee, Fish and Hunt Club, Helen Forrest, Grand Old Opry, Harvest of Stars, Gabriel Heatter, Here's to Vets*, Date with Judy, Al Jolson, H. V. Kaltenborne, Kay Newell Sings*, Sammy Kaye, Kitchen Frolic, Mr. Keene, Larry Richardson*, Sam Spade, Bill Stern, Sunday Serenade, Sunshine Sue*, Suppertime Frolic*, Fred Waring, Young Widder Brown, Woman's Page*.
9.	1.	Barn Dance, Milton Berle, Concert Hour*, Jimmy Durante, Right to Happiness, This Day*
10	1.	Local music*
	2.	Abbott Habit*, Memory Hour*, News, Old Fashioned Revival Hour*
11	1.	Basketball*
	2.	News
	3.	Supper Club Frolic*
	4.	Information Please, Local music*, Take It or Leave It.
	5.	Amos and Andy, Corliss Archer, Church of Christ*, Concert Hour*, Dennis Day, Gabriel Heatter, Horace Heidt, Meet the Meeks, N. Y. Philharmonic, Parade of Hits*, People Are Funny, School and College Matinee*, The Shadow, Stars Over Hollywood
12	1.	Local music*
	2.	Amos and Andy, Jack Benny, Nora Drake, Easy Does It*, Bob Hope, Memory Hour*, Northwestern Reviewing Stand, Pilgrim Holiness Hour*, Fred Waring.

Occ.	Programs
13	1. Local music* 2. Basketball*, Contented Hour 3. Ladies Listen*, Charlie McCarthy, News, The Norths. 4. Big Town, Crime Photographer, Mr. District Attorney, Galen Drake, Farm Hour*, Ford Theatre, Al Jolson, Date with Judy, Sammy Kaye, Man on the Street*, Pilgrim Holiness*, Queen for a Day, School of the Sky*, Voice of Inquirer, Fred Waring.
14	1. Basketball* 2. Edgar Bergen, Church*, Bob Hawk, Stella Dallas
15	1. Concert Hour*
16	1. Local music* 2. Album of Familiar Music, Amos and Andy, Basketball*, Jack Benny, Christian Church*, Concert Hour*, Duffy's Tavern, Fibber McGee, Ford Theatre, Horace Heidt, Date with Judy, Manhatten Merry-go-round, Kay Newell Sings*, News, R.C.A. Victor, Holly Sloane, Sammy Kaye, Truth or Consequences, We the People.
17	1. Local music* 2. Concert Hour* 3. Basketball* 4. News 5. Henry Aldrich, Amos and Andy, Jack Carson, Editor's Diary, Fibber McGee, Gildersleeve, Phil Harris, Here's to Vets*, Hollywood Theatre, Information Please, Date with Judy, Mr. Keene, N. Y. Philharmonic, People are Funny, Quiz Kids, Red Skelton, Take It or Leave It, Telephone Hour, Fred Waring, Young Widder Brown.

TABLE VI

PROGRAMS LIKED BEST BY OCCUPATIONS, BASED ON THE STATEMENT OF LISTENER RATHER THAN ON HIS LISTENING, FOR WHICH SEE TABLE V.

Occ.	Programs
1	Popular music (19), News (13), Classical music (6), Comedy-Variety (6), Drama (5), Forums (3), Sports (1) Quiz (1), Other music (1).
2	Popular music (30), Comedy-Variety (16), News (11), Sports (10), Drama (7), Classical music (6), Religious (6), Other music (5), Mysteries (4), Educational (1) Daytime serials (2), Quiz (1).
3	Popular Music (44), Classical music (33), News (31) Drama (13), Comedy-Variety (12), Forums (7), Mystery (2), Sports (2), Educational (1), Quiz (1) Religious (1), Daytime Serials (1).
4	News (39), Popular music (36) Classical music (26), Comedy-Variety (15), Religious (8), Drama (6), Other music (5) Quiz (3), Sports (3), Educational (2), Daytime Serials (1), Forums (1), Mystery (1).
5	Popular music (93), News (53) Religious (31), Comedy-Variety (25), Classical music (22) Drama (15), Quiz (11), Other music (8), Educational (7), Mystery (5), Sports (5), Daytime Serials (5).
6	Popular music (55), News (20), Religious (16) Comedy-Variety (15) Drama (8) Other music (8), Sports (6) Mystery (4), Classical music (4), Quiz (3), Forum (2) Daytime Serials (2).

Occ.	Programs
7	Popular music (26), Mystery (8), Sports (7), News (6), Drama (4), Classical music (3), Comedy-Variety (3), Religious (3), Other music (3), Educational (2), Quiz (2).
8	Popular music (98), News (56), Comedy-Variety (31), Other music (27), Classical music (22), Religious (15), Drama (14), Sports (10), Mystery (7), Quiz (7), Daytime serial (5), Educational (4).
9	Popular music (14), Comedy-Variety (6), News (6), Other music (6), Daytime Serial (4), Drama (3), Religious (2), Sports (2), Forums (1), Mystery (1), Quiz (1).
10	News (10), Popular music (5), Religious (4), Comedy-Variety (3), Other music (3), Drama (2), Classical music (1), Educational (1), Farm (1), Quiz (1), Sports (1).
11	Popular music (43), News (31), Religious (13), Classical music (11), Comedy-Variety (9), Sports (9), Other music (7), Educational (6), Drama (5), Mystery (3), Daytime Serials (1).
12	Popular music (17), Comedy-Variety (5), News (4), Religious (4), Classical music (2), Drama (2), Mystery (1), Quiz (1), Daytime Serials (1), Sports (1).
13	Popular music (51), News (21), Comedy-Variety (17), Drama (11 Classical music (8), Religious (8), Mystery (4), Forum (3), Other music (3), Sports (3), Educational (2), Daytime Serials (1).
14	Popular music (13), News (8), Religious (3), Sports (3), Comedy-Variety (2), Mystery (2), Classical music (1), Drama (1), Educational (1), Other music (1).
15	Popular music (8), News (2), Drama (1), Religious (1).
16	Popular music (42), News (20, Sports (14), Classical music (12), Comedy-Variety (11), Drama (6), Quiz (5), Mystery (3), Other music (3), Educational (2), Religious (1), Daytime Serials (1).
17	Popular music (60), Comedy-Variety (31), News (30), Classical music (19), Sports (12), Drama (5), Educational (5) Other music (4), Religious (4), Quiz (3), Mystery (2), Forum (1).

TABLE VII

PRINCIPAL OBJECTIONS TO RADIO

BY OCCUPATION

Occ.	Programs
1	Commercials (16), Daytime Serials (9), Comedy (5), Liquor Commercials (2), Mystery (2), Popular music (2), Poor Production* (1), Quiz (1).
2	Commercials (19), Daytime Serials (9), Static (9), Popular music (5), Disc Jockey (3), Children's Programs (2), Hill Billy music (2), Mystery (2), Singing Commercials (1), Sports (1), Classical music (1), Comedy (1), Liquor Advertisements (1), Poor Production (1).

* Probably more peculiar to areas with small stations than others. Includes remarks like "mispronounces", "Horse around too much", "Long pauses", "Records scratchy", etc.

Occ.	Programs
3	Commercials (54), Daytime Serials (31), Comedy (6) Poor Production (6), Popular Music (5), Static (5), Hill Billy Music (4), Singing Commercials (4), Mystery (3), Poor Children's Programs (1), Disc Jockeys (1).
4	Commercials (36), Static (14), Daytime Serials (12), Popular Music (7), Mystery (5), Comedy (3), Poor Production (3), Hill Billy Music (2).
5	Commercials (46), Static (21), Mystery (15), Daytime Serials (14), Popular Music (13), Comedy (7), Poor Production (7) Hill Billy Music (5), Church Programs (3), Disc Jockey (3), Singing Commercials (2), Liquor Commercials (2).
6	Static (16), Commercials (15), Daytime Serials (7), Popular Music (6), Classical Music (3), Mystery (3), Hill Billy Music (2), Disc Jockeys (1), Liquor Commercials (1), Poor Production (1).
7	Commercials (6), Daytime Serials (6), Comedy (2), Hill Billy Music (1), Mystery (1), Popular Music (1), Poor Production (1), Static (1).
8	Commercials (45), Static (22), Daytime Serials (19), Popular Music (13), Hill Billy Music (4), Children's Programs (4), Disc Jockeys (3), Comedy (3), Mystery (3), Singing Commercials (3), Classical Music (2), Sports (2), Women's Programs (2), Lectures (1), Poor Production (1).
9	Commercials (3), Music (3), Daytime Serials (3), Static (3), Mystery (1).
10	Popular Music (4), Commercials (3), Static (2), Poor Children's Programs (1), Comedy (1), Hill Billy Music (1), Daytime Serials (1), Talks (1).
11	Commercials (22), Popular Music (13), Static (13), Hill Billy Music (6), Daytime Serials (4), Classical Music (2), Comedy (2), Mystery (2), Poor Production (1), Quiz (1), Women's Programs (1), Audience Applause (1).
12	Commercials (9), Music (3), Static (2), Classical Music (1), Disc Jockeys (1), Daytime Serials (1), Talks (1).
13	Commercials (38), Daytime Serials (6), Static (6), Comedy (3), Hill Billy Music (3), Popular Music (3), Mystery (3), Poor Production (3), Classical Music (2), Disc Jockeys (2), Singing Commercials (2).
14	Commercials (8), Comedy (2), Mystery (2), Static (2), Popular Music (1), Poor Children's Programs (1).
15	Commercials (4).
16	Commercials (16), Daytime Serials (10), Singing Commercials (4), Hill Billy Music (3), Comedy (2), Popular Music (2), Mystery (2), Children's Programs (1), Disc Jockeys (1).
17	Commercials (49), Daytime Serials (17), Static (14), Popular Music (10), Comedy (9), Singing Commercials (6), Classical Music (4), Disc Jockeys (4), Mystery (4), Hill Billy Music (3), Quiz (3), Children's Programs (2), Poor Production (1).

TABLE VIII

WHAT DO YOU LIKE BEST ABOUT RADIO, AND WHAT ARE YOUR PRINCIPAL OBJECTIONS, CLASSIFIED BY PROGRAMS LISTENED TO AT THE TIME ASKED.

The headings indicate the type program the listener was listening to at the time surveyed. The subheadings are in each case arranged in order, based on the number of times each item was mentioned. Certain categories, such as religious and educational programs have been omitted from the main headings because of the small number of replies. Attention is called to apparently very human inconsistencies of likes and dislikes within the same groups in many cases.

Listening to	Like Best	Objection
1. Comedy		
	1. Popular Music	1. Commercials
	2. News	2. Daytime Serials
	3. Comedy	3. Static
	4. Drama	4. Comedy, Hill Billy Music, Popular Music
	5. Classical Music	5. Disc Jockey Programs, Mysteries
	6. Sports, Variety	6. Singing Commercials, Sports
	7. Mysteries, Religious Programs	
	8. Educational Programs, Quizzes, Folk Music	
2. Classical Music and Semi Classical Music		
	1. Classical Music	1. Commercials
	2. Popular Music	2. Daytime Serials
	3. News	3. Static
	4. Comedy	4. Popular Music
	5. Drama, Quizzes, Religious Programs, Sports	
3. Drama		
	1. Drama	1. Commercials
	2. Music	2. Daytime Serials
	3. Classical Music, Educational Programs, Quizzes, Mysteries, Daytime Serials.	
4. Mystery		
	1. Popular Music	1. Commercials
	2. News	2. Classical Music, Educational Programs, Mysteries, News, Daytime Serials, Static
	3. Mysteries	
	4. Classical Music, Religious Programs	
	5. Comedy, Drama, Daytime Serials, Sports, Variety	
5. News and News Analysts		
	1. Popular Music	1. Commercials
	2. News	2. Static
	3. Religious Programs	3. Disc Jockey Programs, Popular Music, Daytime Serials
	4. Comedy, Educational Programs	4. Comedy, Hill Billy Music
	5. Drama	
	6. Classical Music, Mysteries, Sports	
	7. Farm Programs, Quizzes, Daytime Serials	
6 Popular Music		
	1. Popular Music	1. Commercials
	2. News	2. Daytime Serials
	3. Classical Music	3. Popular Music

4. Comedy, Sports	4.	Children's Programs, Disc Jockey Programs, News, Sports, Static
5. Mysteries		
6. Educational Programs, Religious Programs		
7. Drama, Hill Billy Music, Quizzes		
8. Daytime Serials		

7. Daytime Serials

1. Daytime Serials	1.	Commercials
2. Music, News	2.	Music

8. Quizzes and Others

1. Popular Music	1	Commercials
2. Drama, Variety	2.	Static
3 Comedy, News	3.	Comedy
4. Quizzes	4.	Hill Billy Music, Popular Music, Opera, Daytime Serials
5. Classical Music, Educational Programs, Hill Billy Music, Mysteries, Religious Programs		

TABLE IX

TYPICAL COMMENTS ON PROGRAMS BEING LISTENED TO AT TIME OF CALL IN ANSWER TO QUESTION: "HOW DO YOU LIKE IT?"

Asterisks indicate non-network programs. It is obviously impractical to list all comments, or comments on all programs. Comments are reported in the listeners' own words. Those selected for quotation represent the greatest number. Two or more comments represent divergent opinions, in order.

Programs, loosely classified, for sampling purposes		Comments
1. Comedy		
1.	Abbott Habit*	"Good"
2.	Jack Carson	"It's very good."
3.	Life of Riley	"Yes, we like it very much."
4.	Date with Judy	"I don't like it very much, others do." "Like it".
5.	Charlie McCarthy	"Charlie's cute." "Fine entertainment." "Not very good."
6.	Fred Allen	"Best comedian on the air."
7.	Jack Benny	"Good for a lot of laughs."
8.	Phil Harris	"Good comedian."
9.	Bob Hope	"Very good." "He's trying awfully hard."
10.	Dennis Day	"Very good."
11.	Gildersleeve	"Very good."
12.	Henry Aldrich	"Like it — nice family play."
13.	Jimmy Durante	"Enjoy the program a lot."
14.	Amos n' Andy	"We all like it."
15.	Dagwood and Blondie	"Like it." "Not very good."
16.	Mr. and Mrs. North	"Like it very much."
17.	Gracie Allen	"Good."
18.	Milton Berle	"Like it". "It could improve."
2. Daytime Serials		
1.	Guiding Light	"I like all of General Mills programs."
2.	Young Widder Brown	"Favorite program." "Love serials."
3.	When A Girl Marries	"Like it."
4.	Helen Trent	"Listening habit — interested a long time."
5.	Right to Happiness	"Favorite program."

	Program	Comments
3.	**Drama and Mystery**	
1.	House of Mystery	"Not particularly interested."
2.	Lux Theatre	"Like very well -- am a regular listener."
3.	Screen Guild Players	"Like it — one of the best."
4.	F. B. I. Show	"Like mystery." "Pretty good."
5.	Dr. Christian	"Very good."
6.	Crime Photographer	"Sort of silly."
7.	Mr. Keene	"Yes, I like it."
8.	Ronald Coleman*	"Like it a lot." (One woman: "I named my son after him.")
4.	**Music** (Classical and Semi-Classical)	
1.	Telephone Hour	"Love it — wouldn't miss it."
2.	Contented Hour	"Good" "Not paying much attention."
3.	N. Y. Philharmonic	"Like it very much, and listen regularly." "Hardly listening."
4.	Fred Waring	"Like that kind of music." "Commercials are appropriate."
5.	Concert Hour*	"Excellent", "Restful", "Don't like program but didn't want to get up to turn it off."
6.	Album of Familiar Music	"Good." "Fair."
5.	**Music** (Popular and semi-popular)	
1.	Manhattan Merry-Go-Round	"O.K." "Not listening."
2.	Parade of Hits*	"Just like to listen to music."
3	Dance Time*	"Very good." "Fair."
4.	Afternoon Varieties*	"Very good." "Don't care for it much."
5.	Horace Heidt	"Good." "Like it."
6.	Tri-Tune Time*	"Just something to listen to." "Tunes are popular."
7.	King Cole Trio	"Like part of it."
8.	Morning Matinee*	"Good program."
9.	Buck Lemon (Hill Billy Music)	"Don't particularly like it." "All right — guess I like it."
10.	Kay Newell Sings*	"Yes — just love the music."
6.	**Reporters and News**	
1.	Jimmy Fidler	"Pretty good."
2.	Gabriel Heatter	"Best on the air."
3.	Local News*	"Like it." "Always listen to it." "The news is brief — without too much analysis."
7.	**Variety and Quiz**	
1.	Al Jolson	"Like it very much."
2.	Chesterfield Supper Club	"We're eating, not paying much attention."
3.	Truth or Consequences	"Like it."
4.	People Are Funny	"Like it very much."
5.	Take It or Leave It	"Good entertainment."
6.	Camel Program	"Like it pretty well."
7.	Quiz Kids	"Like it a lot." "My favorite type of program."
8.	Bing Crosby	"Like it very much."
9.	10-10 Club*	"Enjoy it very much — would like less talk, more music, though."
8.	**Women's Programs**	
1.	Kitchen time Frolic*	"Hadn't noticed." "Made the most noise so I left it on."
2.	Woman's Page*	"Fairly good." "Didn't listen." "Don't care for it too much."
3.	Ladies Listen*	"Interesting." "Not listening, just background music."
4.	Woman's Hour*	"Enjoy it."

TABLE X

COMMENTS ON PROGRAMS LISTENED TO, BY PEOPLE UNABLE TO NAME THEM

Combined Replies, Chronologically Arranged

72% Liked the program.

14% Not listening to the program.

9% Disliked the program.

3% Always listen to that program.

2% Other typical miscellaneous comments.

1. "Children wanted to listen."
2. "Couldn't do without a radio but don't know one station from another."
3. "Pretty music."
4. "My wife is listening, I don't want to bother her to ask her what she's listening to."
5. "Well, it's something to listen to."

TABLE XI

RURAL VERSUS URBAN LISTENING HABITS, OPINIONS AND RECEIVERS

	Urban			Rural	
	No.	Percent		No.	Percent
On	611	29%	On	89	33%
Off	1445	71%	Off	180	67%
Better	1182	66.1%	Better	173	67.3%
Worse	206	11.5%	Worse	19	7.4%
Same	399	22.4	Same	65	25.3%
FM	111/2056	5.4%	FM	13/296	4.8%
More than one Radio	1047/2056	59%	More than one Radio	145/296	53%

TABLE XII

STATIONS LISTENED TO, DON'T KNOW STATION, RADIOS ON VS. OFF BETTER, WORSE, OR SAME AND AVERAGE NUMBER OF PERSONS LISTENING TO EACH RADIO, AS INDICATED BY TIMES. WTOM AND WSUA ARE BLOOMINGTON, NON-NETWORK STATIONS, WSUA BEING DAYTIME ONLY.

	WTOM	WSUA	WLW	WHAS	WMAQ	WFBM	WIRE	WGN	WISH	WIBC	Others	Don't know Station	On	Off	Better	Worse	Same	Avg. No. listeners to each Radio
SUNDAY																		
9:00–10:00 AM	1	8	–	–	–	–	–	–	–	1	1	–	1	11	23	222	1	14	1.2
10:00–11:00	–	6	–	–	–	1	–	–	–	–	–	–	2	9	32	29	3	5	1.1
11:00–11:30	2	2	–	–	–	–	–	–	–	–	–	–	4	8	12	12	3	4	1.3
11:30–12:30 PM	2	5	1	–	–	–	–	1	1	–	–		4	14	8	13	1	4	1.6
12:30– 1:30	3	1	2	–	–	–	–	–	1	–	–		6	13	9	13	4	2	1.5
1:30– 2:30	3	–	–	–	–	–	–	1	–	–	–		3	7	15	9	1	8	3.1
2:30– 3:30	2	3	3	1	1	1	–	–	–	–	–		3	14	20	18	7	7	1.2
3:30– 4:00	1	–	1	–	–	–	–	–	–	–	–		2	4	17	15	1	3	1.7
4:00– 5:00	–	1	1	–	–	–	–	–	–	–	–		4	6	35	25	3	11	3.1
5:00– 6:00	1	–	2	–	–	–	–	–	–	–	–		4	7	29	21	8	5	2.5

	WTOM	WSUA	WLW	WHAS	WMAQ	WFBM	WIRE	WGN	WISH	WIBC	Others	Don't know Station	On	Off	Better	Worse	Same	Avg. No. Listeners to each Radio
6:00–7:00	2	–	4	2	1	2	–	–	–	(2–WLS)		4	17	37	27	6	10	2.6
7:00–8:00	–	–	9	–	2	2	1	1	–	–	–	5	20	34	24	7	11	2.1
8:00–9:00	1	–	5	–	1	–	–	–	–	(1–WCKY)		8	16	23	19	5	11	1.9
9:00–10:00	1	–	4	–	1	–	1	–	–	–	–	5	12	28	22	4	12	2.5
MONDAY or FRIDAY																		
8:00–9:00 AM	1	5	2	–	–	–	–	–	–	–	–	5	13	41	28	5	17	1.3
9:00–10.00	–	2	–	1	1	–	–	–	–	–	–	1	5	29	16	3	10	1.0
10:00–11:00	4	7	1	1	–	–	–	–	1	–	–	6	20	25	25	7	7	1.0
11:00–12:00 PM	1	6	–	–	–	–	1	–	–	(1–WDZ)		2	11	48	32	9	11	1.6
12:00–1:00	4	5	3	1	–	–	1	–	1	(1–WBOW)		2	18	43	31	2	9	1.5
1:00–2:00	4	1	3	1	1	–	–	–	–	1	(1–WBAA)	4	16	40	29	5	15	1.3
2:00–3:00	3	5	2	1	–	–	–	–	–	–	–	0	11	44	33	7	10	1.6
3:00–4:00	4	4	2	–	–	–	–	–	–	1	–	1	12	46	33	6	13	1.0
4:00–5:00	3	3	2	–	–	–	–	–	–	1	–	0	9	35	24	4	11	1.8
5:00–6:00	3	–	1	–	–	–	–	–	–	–	(1–CKLW) (1–WJJD)	1	7	40	24	1	16	2.3
6:00–7:00	3	–	3	1	1	–	–	1	–	–	–	3	12	24	19	5	7	2.1
MONDAY																		
7:00–8:00 PM	5	–	1	1	–	–	–	–	–	–	–	4	11	20	24	3	2	2.3
8:00–9:00	7	–	2	1	–	–	–	–	–	–	–	2	12	16	22	4	3	2.5
9:00–10:00	–	–	1	–	1	–	–	1	–	–	–	10	13	40	30	6	12	1.1
TUESDAY																		
7:00–8:00 PM	2	–	7	4	–	–	2	–	–	–	–	6	21	32	35	5	9	1.5
8:00–9:00	1	–	11	2	–	1	–	–	–	–	–	4	19	28	15	5	11	1.7
9:00–10:00	–	–	3	–	1	–	–	–	3	–	–	1	8	24	29	2	7	2.6
WEDNESDAY																		
7:00–8:00 PM	4	–	12	–	–	–	–	–	–	–	–	3	19	22	21	5	12	2.0
8:00–9:00	2	–	7	–	–	–	–	–	–	–	–	4	13	23	21	3	7	1.8
9:00–10:00	–	–	2	–	–	1	1	–	1	–	(1–WBBM)	6	12	18	11	2	7	1.6
THURSDAY																		
7:00–8:00 PM	1	–	3	2	–	2	1	–	–	–	–	3	12	26	25	3	7	1.8
8:00–9:00	5	–	4	–	1	1	1	1	–	1	–	2	16	26	26	1	10	2.4
9:00–10:00	–	–	1	1	–	–	–	–	–	–	–	7	9	33	21	8	6	2.3
FRIDAY																		
7:00–8:00 PM	3	–	4	1	–	–	–	–	–	–	(1–WCKY)	5	14	26	25	3	4	2.3
8:00–9:00	10	–	1	–	1	–	1	1	1	–	–	5	20	19	25	1	5	2.3
9:00–10:00	9	–	–	1	–	–	–	–	–	1	–	6	17	22	28	5	4	1.8
SATURDAY																		
9:00–10:00 AM	3	1	–	–	–	–	–	–	–	–	(1–WDZ)	1	6	36	25	3	11	3.6
10:00–11:00	3	6	3	–	–	–	–	–	–	1	–	2	15	27	30	3	5	1.8
11:00–12:00 PM	5	2	1	–	–	–	–	–	–	–	–	7	15	26	21	4	10	1.3
12:00–1:00	1	3	2	–	–	–	–	–	–	–	–	1	7	37	27	5	7	2.6

	WTOM	WSUA	WLW	WHAS	WMAQ	WFBM	WIRE	WGN	WISH	WIBC	Others	Don't know Station	On	Off	Better	Worse	Same	Avg. No. listeners to ea. Radio
1:00-2:00 PM	2	1	–	–	1	–	–	–	–	–	–	1	5	39	36	2	3	1.8
2:00-3:00	2	2	–	–	–	–	–	1	–	–	–	0	5	25	19	5	4	1.6
3:00-4:00	4	3	–	–	–	–	–	1	–	–	–	1	9	25	24	4	3	1.7
4:00-5:00	2	–	–	–	–	–	–	–	–	–	(1-WBOW)	3	6	24	19	3	5	2.6
5:00-6:00	3	–	2	–	–	–	–	–	–	–	–	5	10	34	20	4	11	1.8
6:00-7:00	5	–	1	–	–	–	–	–	–	–	–	3	9	32	21	4	7	2.9
7:00-8:00	10	–	2	1	–	–	–	1	–	–	(1-WLS) (1-WRVA)	0	16	18	22	5	4	2.9
TOTALS	*138	82	121	23	14	11	10	10	9	7	15	171	611	1445	1182	206	399	2.02
PERCENTAGES	31.4	18.7	27.6	5.2	3.2	2.5	2.2	2.2	2.0	1.5	3.5	27.9	29.7	70.3	66.1	11.5	22.4	

* 60 while WSUA is on the air.

TABLE XIII

LISTENING BY TIMES

*Asterisk indicates non-network programs. This distinction is not made for news, popular and hill-billy music, or religious programs.

Times	
SUNDAY	
9:00-9:30 AM	Religious Program (2). Concert Hour* (1). Don't Know (2).
9:30-10:00	Religious Program (2). Dixie Four* (1). [illegible] Don't know (2).
10:00-10:30	Religious Program (1). Don't know (1).
10:30-11:00	Religious Program (2). Popular Music (1). News (1). North Western Reviewing Stand (1)
11:00-11:30	Religious Program (2). News (1). Don't know (4)
11:30-12:00 Noon	Eternal Light (1). News (1). Don't know (4)
12:30-1:00	Sammy Kaye (4). News (1). Religious Program (1)
1:00-1:30	Popular Music (3). News (2). R.C.A. Victor (1). Don't know (1)
1:30-2:00	Harvest of Stars (2). Variety Fair* (1). Don't know (1).
2:00-2:30	Popular Music (3)
2:30-3:00	Concert Hour (2). Popular Music (1). Don't know (2)
3:00-3:30	N.Y. Philharmonic (4). Quiz Kids (2). House of Mystery (1). Don't know (2).
3:30-4:00	Musicana (1). Don't know (3).
4:00-4:30	The Shadow (2). Here's to You (1).
4:30-5:00	Church Music (1). Popular Music (1). Don't know (1)
5:00-5:30	Don't know (1).
5:30-6:00	Nick Carter (2). Hollywood Theatre (1). Don't know (3).
6:00-6:30	Jack Benny (4). Suppertime Frolic* (2). Sherlock Holmes (1). Don't know (1).
6:30-7:00	Blondie and Dagwood (4). Phil Harris (3). Don't know (1).
7:00-7:30	Charlie McCarthy (10). Dr. Alexander (1). Sam Spade (1).
7:30-8:00	Fred Allen (3). Jimmie Fidler (1). Man Called X (1).
8:00-8:30	Popular Music (1). Sunday Evening Hour (1). Don't know (2). Manhattan Merry-Go-Round (2). Corliss Archer (1). Walter Winchell (1). Don't know (3).
8:30-9:00	Album of Familiar Music (4). Popular Music (2). Here's to Vets* (1). Waltz Time* (1). Don't know (1).
9:00-9:30	Take it or Leave It (6). Gabriel Heatter (1). Theatre Guild (1). News (1).
9:30-10:00	Horace Heidt (2). Don't know (1).

MONDAY OR FRIDAY

8:00–8:15 AM	Morning Matinee* (2), News (1).
8:15–8:30	Turn Table Tunes* (1), Don't know (1).
8:30–8:45	Devotions* (2), Editor's Diary (1), Breakfast Club (1).
8:45–9:00	Memory Hour* (3), Don't know (1).
9:00–9:15	Abbott Habit* (1), Fred Waring (1).
9:15–9:30	None
9:30–9:45	Women's Page* (2), Kitchen Frolic* (1),
9:45–10:00	None
10:00–10:15	Popular Music (3), Nora Drake (2), Arthur Godfrey (1).
10:15–10:30	Ladies Listen* (2), 1010 Club* (1), Hill Billy Music* (1), Don't know (1).
10:30–10:45	Galen Drake (1), Ed Hinkle* (1), Ladies Listen* (1), 1010 Club* (1), Hollywood Highlights (1).
10:45–11:00	1010 Club* (2), Ted Malone (1), Don't know (1)
11:00–11:30	Popular Music (2), News (1), Don't know (2)
11:30–12:00 Noon	Helen Trent (1), Larry Richardson* (1), Don't know (1).
12:00–12:30	News (2), Popular Music (2), Man on the Street* (1), Don't know (3).
12:30–1:00	News (2), Dick Jackson* (1), Guiding Light (1). Believe it or Not (1), Don't know (5).
1:00–1:15	Queen for a Day (1), Don't know (1).
1:15–1:30	Afternoon Varieties* (1), Meet the Band* (1) Don't know (2)
1:30–1:45	Betty Crocker (2), Calendar of Air* (1), Judy and Jane* (1).
1:45–2:00	Afternoon Varieties* (1), Ed Hinkle* (1), News (1), Don't know (3).
2:00–2:15	Popular Music (2), News (1).
2:15–2:30	School of the Sky* (1), Don't know (1).
2:30–2:45	Afternoon Varieties* (2), Pepper Young (1), Don't know (1).
2:45–3:00	Right to Happiness (2), Coffee Time* (1).
3:00–3:15	Concert Hour* (1), Easy Does It* (1).
3:15–3:30	Stella Dallas (2), Concert Hour* (1), School–College Matinee* (1).
3:30–3:45	Popular Music (1), Concert Hour* (1).
3:45–4:00	Young Widder Brown (2), Concert Hour* (1), Adventure Parade (1).
4:00–4:15	Afternoon Serenade* (1), Easy Does It* (1), Melody Hour* (1), When a Girl Marries (1).
4:15–4:30	Sports* (1), Shutter Bug* (1).
4:30–4:45	Five Star Final News* (1), Popular Music (1).
4:45–5:00	Front Page Farrell (1).
5:00–5:15	Popular Music (1).
5:15–5:30	Popular Music (1), Don't know (1)
5:30–5:45	Request for Rhythm* (1), Rhumba Time* (1).
5:45–6:00	Request for Rhythm* (1), Lowell Thomas (1).
6:00–6:15	Chesterfield Supper Club (2), Children's Program (1), News (1).
6:15–6:30	News (1), Sundown Serenade* (1), Don't know (1).
6:30–6:45	News (2), Don't know (1).
6:45–7:00	Ed. R. Murrow (1), H. V. Kaltenborn (1).

MONDAY

7:00–7:30 PM	Basketball* (1), Popular Music (1), Don't know (1).
7:30–8:00	Basketball* (3), Charlie Chan (1), Don't know (4).
8:00–8:30	Basketball* (3), Lux Radio Theatre (3).
8:30–9:00	Basketball* (4), Lux Radio Theatre (1), Don't know (1).
9:00–9:30	Fish and Hunt Club (3), Contented Hour (2), Don't know (2).
9:30–10:00	Judy Foster* (1), Screen Guild (1), Fred Waring (1), Don't know (2).

TUESDAY

7:00–7:30	Big Town (4), Milton Berle (3), Call to Order (2), Don't know (2).
7:30–8:00	Date with Judy (4), The Norths (3), Don't know (3).
8:00–8:30	Amos and Andy (5), We the People (3), Popular Music (1) Don't know (2).

8:30–9:00 Fibber McGee and Molly (7), Dance Time (1).
9:00–9:30 Bob Hope (2), Don't Know (1).
9:30–10:00 Red Skelton (2), Don't Know (2).

WEDNESDAY

7:00–7:30 PM Dennis Day (4), High School News* (1), Let's Dance (1), Don't know (2).
7:30–8:00 Gildersleeve (7), Dr. Christian (1), Don't know (2).
8:00–8:30 Borden Program (2), Duffy's Tavern (1), Meet the Band* (1), Don't know (3).
8:30–9:00 Mr. District Attorney (4), Don't know (2).
9:00–9:30 Bing Crosby (2), Big Story (1), Don't know (1).
9:30–10:00 Jimmie Durante (2), Don't know (3).

THURSDAY

7:00–7:30 PM Henry Aldrich (2), F.B.I. Program (1), Don't know (3).
7:30–8:00 Gracie Allen (2), Mr. Keene (2), Don't know (1).
8:00–8:30 Al Jolson (3), Gabriel Heatter (1), Popular Music (1), Don't know (2).
8:30–9:00 Village Store (5), Crime Photographer (1), Popular Music (2), Don't know (2).
9:00–9:30 Bob Hawk (3), News (1), Don't know (1).
9:30–10:00 First Nighters (1), Don't know (3).

FRIDAY

7:00–7:30 PM Baby Snooks (1), Fat Man (1), Don't know (2).
7:30–8:00 Basketball* (3), Can You Top This (1), F.B.I. (1), Don't know (4).
8:00–8:30 Basketball* (6), People Are Funny (2), Frank Morgan (1), Don't know (1).
8:30–9:00 Basketball* (4), Information Please (2), Ozzie and Harriet (1), Don't know (3)
9:00–9:30 Basketball* (9).
9:30–10:00 Spotlight Review* (2), Hill Billy Music* (1), Parade of Hits* (1), Sports Newsreel (1), Don't know (3).

SATURDAY

9:00–9:30 AM Concert Hour* (2), Don't know (1).
9:30–10:00 Concert Hour* (1), Woman's Page* (1), Don't know (1).
10:00–10:30 Popular Music (2), Ladies Listen* (1), Meet the Meeks (1), Sunshine Hour* (1), Don't know (4).
10:30–11:00 Kay Newell Sings* (3), Pilgrim Holiness* (2), Don't know (1).
11:00–11:30 Theatre of Today (2), Hill Billy Music (1), Don't know (1).
11:30–12:00 Noon Popular Music (2), Buck Lemon* (1) Sacred Heart (1), Stars over Hollywood (1), Don't know (3).
12:00–12:30 PM Farm Hour* (2), Noon news (1).
12:30–1:00 News (2), Don't know (2).
1:00–1:30 Give and Take (1), Popular Music (1), News (1).
1:30–2:00 Indiana Ramblers* (1), Don't know (1).
2:00–2:30 News (1).
2:30–3:00 Cross Section U. S. A. (1), Metropolitan Opera (1), Don't know (2).
3:00–3:30 Popular Music (1), Don't know (3).
3:30–4:00 Metropolitan Opera (2), Don't know (3).
4:00–4:30 Metropolitan Opera (1), Popular Music (1), Treasury Bandstand (1).
4:30–5:00 Income Tax Review* (1), Don't know (2).
5:00–5:30 Popular Music (2), Vagabonds (1), Don't know (3).
5:30–6:00 News (1), Voice of the Enquirer (1), Don't know (2)
6:00–6:30 News (2), Don't know (4).
6:30–7:00 Curtain Time (1), High School News* (1), Don't know (1)
7:00–7:30 News (1), Sunshine Sue* (1), Twenty Questions (1), Don't know (2).
7:30–8:00 Truth or Consequences (3), Barn Dance* (1), Basketball* (1), Don't know (5).

III. Indianapolis Survey

A. Procedures:

Due to its smaller dimensions, the Indianapolis survey is not, perhaps, as statistically valid as the Bloomington survey; nevertheless, we feel that it indicates many important trends in metropolitan radio listening. Indianapolis contains four 5,000 watt AM stations, each affiliated with one of the major networks: WIRE – NBC; WISH – ABC; WFBM – CBS; WIBC – MBS; and one FM station, WABW, on interim operation.

512 calls were completed in Indianapolis and outlying suburbs at the times indicated in Table VII. The survey procedure was similar to that of the Bloomington survey. However, only those questions to which sufficient replies to be significant were made, have been tabulated.

B. Results

TABLE I*

RADIOS ON VS. OFF, (OPINIONS AS TO) WHETHER RADIO IS BECOMING BETTER, WORSE, OR REMAINING THE SAME (OF THE 495 PERSONS WHO ANSWERED THE QUESTION), RADIO OWNERSHIP AND LISTENING BY OCCUPATION.

Occ.	On	Off	%on	Better	Worse	Same	FM	More than one radio	Car Radio	Avg. No. listening
1.	13	35	27%	22	7	16	2/48	27/48	18/48	1.9
2.	10	14	41%	16	3	4	3/24	17/24	11/24	1.4
3.	3	15	17%	7	5	5	2/18	12/18	4/18	3.0
4.	9	17	34%	12	7	7	2/26	14/26	5/26	1.5
5.	54	82	39%	73	23	24	10/136	105/136	50/136	2.0
6.	20	12	62%	21	1	2	0/32	6/32	4/32	1.0
7.	6	12	33%	8	0	8	2/18	11/18	5/18	1.0
8.	22	34	39%	27	6	18	6/56	39/56	23/56	3.1
9.	3	8	27%	9	0	1	1/11	3/11	3/11	4.6
10.	0	8	0%	5	1	1	1/10	3/10	3/10	2.7
11.	13	20	39%	15	9	6	1/33	11/33	10/33	2.2
12.	4	6	40%	7	1	2	1/10	4/10	1/10	1.5
13.	14	39	26%	34	3	12	8/53	42/53	23/53	2.5
14.	1	5	16%	3	1	2	0/6	2/6	2/6	3.0
15.	2	2	50%	2	2	0	1/4	0/4	1/4	1.0
16.	17	23	42%	19	7	12	2/40	25/40	14/40	1.9
17.	17	6	74%	11	4	5	2/23	11/23	10/23	2.2
Total:	208	304	40%	291	80	124	41/512	332/512	188/512	2.1
				58.8%	16.2%	25%	8%	64%	36%	

*Cf: Home town survey, Tables I, II, III, VII, and IX for figures on same city on basis of only 68 different calls at different periods for comparisons, particularly on FM (Table IX)

TABLE II

STATION LISTENING PREFERENCES, AND FAILURE TO IDENTIFY LISTENING WITH ACCURACY.

Occ.	WIRE	WIBC	WISH	WFBM	WLW	OTHERS	Don't Know Stat.	Don't Know Either Station or Program
1.	1	3	5				2	2
2.	2		1		3		2	2
3.			2				1	
4.	3	1		3	1		1	
5.	13	11	10	9	2	1-WSM	3	5
6.	1	1	1	4	2		8	3
7.	4			1			1	
8.	8	9	2				1	2
9.			1	2				
10.								
11.	3	4	1	3	1		1	
12.		1	2				1	
13.	3	5	1	3				2
14.					1			
15.				1			1	
16.	5	5	3	1			2	1
17.	3	4	4	3	1		1	1
Totals:	46/208	44/208	33/208	30/208	11/208	1/208	25/208	18/208
Percent:	22.1	21.2	15.9	14.5	5.2	.5	12	8.6

TABLE III

LISTENING BY OCCUPATION ARRANGED IN ORDER OF MOST LISTENERS, NEXT MOST LISTENERS, ETC.

*Asterisk indicates non-network programs; this does not apply to music, news, and religious programs.

Occ.

1. Bing Crosby (1), Capitol Capers* (1), Detroit Symphony (1), Easy Does It* (1), Farm Program* (1), Lone Ranger (1), Musicana (1), News (1), Parade of Hits* (1), Walter Winchell (1).
2. Music (2), Fred Allen (1), Jack Benny (1), Charlie McCarthy (1), Manhattan Merry-go-round (1), News (1).
3. News (2), Basketball* (1).
4. Fred Allen (1), Big Town (1), Information Please (1), Lux Radio Theatre (1), News (1), The Norths (1), Lowell Thomas (1).
5. News (4), Breakfast Club (3), Wayne King* (3), Easy Does It* (3), Life of Riley (3), Bob Hope (2), Meet the Meeks (2), Religious Programs (2), Tomorrow's Stars* (2), Breakfast in Hollywood (1), Supper Club (1), Curtain Time (1), Dancing Date* (1), University Program* (1),

Galen Drake (1), Harvest of Stars (1), In My Opinion (1), Ted Malone (1), Metropolitan Opera (1), My True Story (1), Mystery Theatre (1), Pin-Up Sheet* (1), Political Speech (1), Radio Warblers (1), Rosemary (1), Song Shop* (1), Sports* (1).

6. News (2), Supper Club (1), Lux Radio Theatre (1), Sundown Serenade* (1), Theatre Guild (1), Voice of Firestone (1), We the People (1).

7. Eddie Howard (2), Buddy Clark (1), Stars Over Hollywood (1), TrolleyTrio* (1).

8. News (4), Fred Allen (2), Wally Nehrling* (2), Edward Arnold (1), Basketball* (1), Arthur Godfrey (1), Hit Parade (1), Haymakers* (1), Charlie McCarthy (1), Man on the Street (1), Meet the Meeks (1), Tom Mix (1), Sundown Serenade (1), Wayne King* (1).

9. American Melody Hour (1), Groucho Marx (1), Sam Spade (1).

10. None listed

11 News (2), Amos and Andy (1), Duffy s Tavern (1), Fibber McGee and Molly (1) Fish and Hunt Club (1), Mr. District Attorney (1), News and Serenade (1), Point Sublime (1), Sports* (1), Stars Over Hollywood (1), Suspense (1), Wayne King* (1).

12. News (3), Gangbusters (1).

13. News (2), Spotlight Review (2), Basketball* (1), Club 15 (1), Easy Does It* (1), Give and Take (1), Phil Harris (1), Eddie Howard (1), Lone Ranger (1), Charlie McCarthy (1).

14. Charlie McCarthy (1).

15. Hoagy Carmichael (1), Vox Pop (1).

16. News (3), Date With Judy (2), Supper Club (1), Easy Listening* (1), Fish and Hunt Club (1), Holiday for Music* (1), Bob Hope (1), Music (1), Red Skelton (1), Take It or Leave It (1), Theatre of Today (1).

17. Groucho Marx (2), Fred Allen (1), Concert with Rhythm* (1), Dennis Day (1), Detroit Symphony (1), Dr. Christian (1), Duffy's Tavern (1), Fights (1), Gildersleeve (1), Mr. District Attorney (1), News (1), Parade of Hits* (1). Suspense (1), Theatre Guild (1), Truth or Consequences (1).

TABLE IV

PROGRAMS LIKED BEST BY OCCUPATIONS, BASED ON STATEMENT OF LISTENER.

1. 1) Music (24).
   2) News (6).
   3) Comedy (5).
   4) Variety (4).
   5) Educational Programs (2).
   6) Mysteries (1).

2. 1) Music (8)
   2) Drama (3), News (3),
   3) Comedy (2), Daytime Serials (2).
   4) Educational Programs (1), Quizzes (1), Religious Programs (1).

3. 1) Music (6).
   2) Comedy (3).
   3) Drama (2).
   4) Educational Programs (1), News (1), Quizzes (1), Variety (1).

4. 1) Music (10).
   2) News (5).
   3) Comedy (2), Drama (2).
   4) Educational Programs (1), Daytime Serials (1).

5. 1) Music (58).
   2) News (20).
   3) Comedy (16), Drama (16).
   4) Variety (19).
   5) Mysteries (6)
   6) Quizzes (5), Daytime Serials (5).
   7) Religious Programs (4).
   8) Educational Programs (1)

6. 1) Music (4).
   2) Drama (3).
   3) Educational Programs (2), News (2).
   4) Religious Programs (1), Variety (1).

7. 1) Music (6)
   2) Daytime Serials (2), Variety (2).
   3) Mysteries (1), News (1), Religious Programs (1).

8. 1) Music (25).
   2) News (9).
   3) Quizzes (5).
   4) Comedy (4), Drama (4), Daytime Serials (4).
   5) Mysteries (3).
   6) Educational Programs (2), Sports (2).
   7) Religious Programs (1).

9. 1) Music (3), Mysteries (3).
   2) Variety (2).
   3) Drama (1), Daytime Serials (1), Sports (1).

10. 1) Music (10).
    2) News (2), Daytime Serials (2).
    3) Comedy (1).

11. 1) Music (11).
    2) News (5).
    3) Comedy (4), Drama (4).
    4) Educational Programs (1), Daytime Serials (1), Variety (1).

12. 1) Music (8).
    2) Drama (1), Quizzes (1), Variety (1).

13. 1) Music (35).
    2) Comedy (6), Drama (6), Quizzes (6).
    3) News (5), Variety (5),
    4) Sports (3).
    5) Mysteries (2), Daytime Serials (2).
    6) Educational Programs (1).

14. 1) Drama (1).

15. 1) Music (2).
    2) News (1).

16. 1) Music (15)
    2) News (8)
    3) Quizzes (5), Variety (5).
    4) Comedy (2).
    5) Sports (1).

17. 1) Music (10).
    2) Comedy (3).
    3) Drama (2), News (2), Quizzes (2), Daytime Serials (2).
    4) Mysteries (1), Sports (1).

TABLE V

PRINCIPAL OBJECTIONS TO RADIO BY OCCUPATIONS.

1. 1) Commercials (11).
   2) Mysteries (8).
   3) Daytime Serials (5).
   4) Poor Programs for Children (3).
   5) Interference (1), Liquor Advertisements (1), Quizzes (1).

2. 1) Commercials (4).
   2) Static (3).
   3) Mysteries (1), Poor Children's programs (1), Poor production (1).

3. 1) Commercials (7).
   2) Daytime Serials (4).
   3) Mysteries (1), Quizzes (1).

4. 1) Commercials (7).
   2) Daytime Serials (3).
   3) Mysteries (2).
   4) Liquor Advertisements (1), Popular Music (1), Poor production (1), Singing Commercials (1).

5. 1) Commercials (14), Mysteries (14).
   2) Daytime Serials (12).
   3) Poor Children's programs (5).
   4) Comedy (3), Poor Production (3), Static (3).

5) Classical Music (2), Popular Music (2), Quizzes (2).
Singing Commercials (2).
6) Market Reports (1), Sports (1).

6. 1) Commercials (1), Poor Production (1), Static (1).

7. 1) Commercials (3).
2) Mysteries (2), Daytime Serials (2).
3) Popular Music (1), Static (1).

8. 1) Music (10).
2) Mysteries (9).
3) Daytime Serials (4).
4) Poor Children's Programs (2), Popular Music (2).
5) Classical Music (1), Drama (1).

9. 1) Daytime Serials (2).
2) Commercials (1), Singing Commercials (1).

10. 1) Commercials (1), Popular Music (1), Daytime Serials (1).

11. 1) Commercials (6).
2) Mysteries (4), Daytime Serials (4).
3) Interference (2), Poor Children's Programs (2).
4) Comedy (1), Popular Music (1), Educational Programs (1).

12. 1) Commercials (3).
2) Mysteries (1).

13. 1) Commercials (18)
2) Daytime Serials (6)
3) Mysteries (4), Singing Commercials (4).
4) Comedy (3).
5) Production (2).
6) Political Speeches (1), Poor Children's Programs (1),
Sports (1).

14. 1) Commercials (2).
2) Mysteries (1).

15. 1) Commercials (1), Public Service Programs (1).

16. 1) Commercials (6).
2) Mysteries (5).
3) Poor Children's Programs (2), Daytime Serials (2).
4) Popular Music (1), Reception (1), Singing Commercials (1).

17. 1) Commercials (6).
2) Production (3).
3) Daytime Serials (2).
4) Mysteries (1), Singing Commercials (1).

TABLE VI

WHAT DO YOU LIKE BEST ABOUT RADIO, AND WHAT ARE YOUR PRINCIPAL OBJECTIONS, CLASSIFIED BY PROGRAMS LISTENED TO AT THE TIME ASKED.

Network Programs	Principal Objections	Like Best about Radio
News	Commercials (5), Mystery (5), Daytime Serials (5), Poor Children's Programs (1).	Music (10), News (5), Drama (3), Comedy (2), Mystery (1), Sports (1).
Hoagy Carmichael	Poor Public Service Programs (1).	World News (1).
Life of Riley	Commercials (1), Daytime Serials (1).	Music (2), Variety (1).
Suspense	Singing Commercials (1).	Mystery (2), Comedy (1).
Gangbusters	Comedy (1)	Classical Music (1).
Information, Please	Commercials (1).	Commentators (1)
Mystery Theatre	None	Music (1).
Song Shop	News (1).	Comedy (1).
Sunday Serenade	None	Educational Programs (1).
Curtain Time	None	Music (2), Comedy (1).
Truth or Consequences	Commercials (1).	Daytime Serials (1).
Lone Ranger	Daytime Serials (1).	Music (1), Variety (1).
Chesterfield Supper Club	None	Variety (2).
In My Opinion	None	Music (1).
Club 15	None	Mysteries (1), Variety (1).
Tom Mix	Commercials (1).	Drama (1), Quizzes (1).
Lowell Thomas	None	Educational Pgms. (1), Music (1).
Ford Theater	Commercials (1)	Comedy (1).
Pause That Refreshes	Mysteries (1), Daytime Serials(1).	Music (1), Quizzes (1).
Jack Benny	Commercials (1).	Comedy (1), Quizzes (1).
Phil Harris	Mysteries (1).	Comedy (1), Educational Programs (1)
Harvest of Stars	Sports (1).	Music (4), News (1).
Arthur Godfrey	None	Music (1).
Voice of Firestone	None	Music (1).
Lux Radio Theatre	Commercials (1).	Drama (1).
Fish and Hunt Club	Static (1).	Educational Pgms. (1), News (1), Variety (1).

Network Programs	Principal Objections	Like Best about Radio
Meet the Meeks	None	Comedy (2), Mysteries (1).
Give and Take	None	Variety (1).
Theatre of Today	Mysteries (1), Popular Music (1)	Classical Music (1).
Stars Over Hollywood	Mysteries (1), Daytime Serials (1).	Music (2), Variety (1).
Wayne King	Commercials (2), Mysteries (1), Daytime Serials (1).	Music (4), Drama (2).
Eddie Howard	Commercials (2), Popular Music (1).	Music (2), News (1), Plays (1) Daytime Serials (1).
Charlie McCarthy	Commercials (1).	Music (4), Comedy (1).
Fred Allen	Commercials (2).	Variety (2), Drama (1), Music (1).
Detroit Symphony	Commercials (1).	Educational Programs (1), Music (1), News (1).
Walter Winchell	Daytime Serials(1).	Classical Music (1).
Theatre Guild	Commercials (1).	Drama (1), Music (1).
Take It or Leave It.	Mysteries (1).	Music (1).
Breakfast Club	Commercials (1)	Drama (1), News (1), Opera (1), Quizzes (1).
My True Story	Commercials (1).	Music (1).
Breakfast in Hollywood	None	Music (1).
Galen Drake	None	Music (1).
Rosemary	None	Quizzes (1).
Ted Malone	None	Music (1), News (1).
Metropolitan Opera	Comedy (1).	News (1).
Musicana	Mystery (1).	Comedy (1).
Dennis Day	News (1).	Music (1), Daytime Serials (1).
Dr. Christian	Commercials (1).	Music (1), News (1).
Gildersleeve	Mysteries (1)	Drama (1).
Duffy's Tavern	Commercials (2)	Classical Music (1), Drama (1), News (1), Sports (1).
Vox Pop	Commercials (1).	Music (1).
Groucho Marx	Commercials (1).	Comedy (1), Music (1), News (1), Daytime Serials, (1).

Network Programs	Principal Objections	Like Best about Radio
Mr. District Attorney	Commercials (1), Static (1)	News (2), Drama (1).
Bing Crosby	Daytime Serials (1).	Music (1).
Hit Parade	Commercials (1).	Comedy (1).
Manhattan Merry-go-round	None	Music (1).
Sam Spade	None	Music (1).
Radio Warblers	Comedy (1).	Classical Music (1).

TABLE VII

RADIOS ON VERSUS OFF, BETTER, WORSE, OR SAME, STATION LISTENING AND AVERAGE NUMBER LISTENING TO EACH RADIO AS INDICATED BY TIMES. (Attention is called by this listening to the dangers of an inadequate number of calls as a basis for conclusions.)

		On	Off	Percent On	WIRE	WIBC	WISH	WFBM	WLW	Others Don't know Station	Better	Worse	Same	Avg. No. Listeners per Radio
SUNDAY														
9:00–10:00	AM	2	13	13%	–	–	–	–	–	– 2	5	2	2	1.
10:00–11:00		3	14	11%	–	1	–	–	–	– 2	3	3	3	2.
11:00–11:30		2	8	20%	–	–	1	–	–	– 1	4	2	2	1.
11:30–12:30	PM	7	13	40%	–	3	2	–	–	– 4	8	3	9	2.
12:30– 1:30		9	15	31%	2	1	1	3	–	–	9	1	11	2.
1:30– 2:30		8	19	30%	2	3	–	1	1	– 1	15	3	9	1.
2:30– 3:30		1	2	33%	–	–	–	–	–	– 1	1	–	–	1.
3:30– 4:00		–no calls made			–	–	–	–	–	– –	–	–	–	–
4:00– 5:00		2	7	22%	1	–	–	–	–	– 1	6	3	–	1.
5:00– 6:00		4	3	57%	–	–	2	1	–	– 1	4	–	1	1.
6:00– 7:00		3	7	30%	2	–	–	–	–	– 1	3	2	4	2.
7:00– 8:00		14	5	73%	5	1	2	1	4	– 1	9	1	7	2.
8:00– 9:00		6	11	35%	1	–	2	–	1	– 2	9	3	4	3.
9:00–10:00		4	8	33%	1	1	1	–	–	– 1	6	1	5	2.
MONDAY – FRIDAY														
8:00– 9:00	AM	4	4	50%	–	1	3	–	–	– –	4	3	1	2.
9:00–10:00		1	7	12%	–	–	1	–	–	– –	4	1	2	1.
10:00–11:00		5	4	55%	–	–	3	1	–	– 1	6	1	2	1.
11:00– 4:00	PM	–no calls made			–	–	–	–	–	– –	–	–	–	–

	On	Off	Percent On	WIRE	WIBC	WISH	WFBM	WLW	Others	Don't know Station	Better	Worse	Same	Average No. Listeners per Radio
4:00- 5:00	1	3	25%	-	1	-	-	-	-	-	3	1	-	1.0
5:00- 6:00	4	4	50%	1	1	-	1	1	-	-	4	1	3	2.0
6:00- 7:00	17	21	44%	-	5	3	2	2	-	5	16	11	10	1.7
MONDAY														
7:00-8:00PM	2	3	40%	-	-	1	1	-	-	-	2	-	3	1.5
8:00-9:00	3	9	25%	1	-	-	1	-	-	1	7	-	4	2.0
9:00-10:00	3	5	35%	1	2	-	-	-	-	-	3	2	2	1.6
TUESDAY														
7:00-8:00PM	4	4	50%	2	-	-	2	-	-	-	7	-	-	2.1
8:00-9:00	3	6	33%	1	-	-	1	1	-	-	7	1	-	1.8
9:00-10:00	5	3	62%	3	1	1	-	-	-	-	5	2	-	2.2
WEDNESDAY														
7:00-8:00PM	6	2	75%	3	-	1	2	-	-	-	4	-	4	3.3
8:00-9:00	11	2	84%	3	1	4	-	1	-	3	7	1	3	2.2
9:00-10:00	3	1	75%	-	1	1	1	-	-	-	3	1	-	2.0
FRIDAY														
7:00-8:00PM	1	4	20%	-	-	-	-	-	-	-	4	1	-	5.0
8:00-9:00	3	3	50%	-	1	-	1	-	-	1	4	1	1	2.0
9:00-10:00	5	3	62%	2	1	2	-	-	-	-	7	-	-	3.4
SATURDAY														
9:00-10:00AM	3	6	33%	1	1	-	1	-	-	-	4	-	2	2.3
10:00-11:00	4	11	26%	3	-	-	-	-	-	1	12	1	1	1.0
11:00-12:00N	7	22	24%	1	2	-	3	-	-	1	15	4	6	2.0
12:00-1:00PM	2	17	10%	1	1	-	-	-	-	-	9	-	9	3.5
1:00-2:00	3	18	14%	-	1	-	-	-	-	2	11	5	4	2.0
2:00-3:00	9	10	47%	2	4	-	-	-	-	3	13	3	2	2.6
3:00-4:00	8	14	36%	2	2	1	2	-	-	1	16	3	2	1.8
4:00-5:00	1	6	14%	1	-	-	-	-	-	-	3	2	1	1.0
5:00-6:00	8	9	47%	-	4	-	2	-	-	2	11	3	2	2.8
6:00-7:00	9	7	56%	-	3	1	1	-1	-WSM	3	7	4	3	1.7
7:00-8:00	8	8	50%	4	1	-	2	-	-	1	12	4	-	2.0
Totals:	208	304	40%	46	44	33	30	11	1	43	291	80	124	2.1
Percentages:				22.1	21.2	15.9	14.5	5.2	.5	20.8	58.8	16.2	25	

TABLE VIII

LISTENING BY TIMES.

*Asterisk indicates non-network programs. This distinction is not made for music, news and religious programs.

Sunday (188 calls)

9:00-10:00AM	Don't Know(2)
10:00-11:00AM	Religious programs(1) Don't Know(2)
11:00-11:30AM	Political speech(1) Don't Know(1)
11:30-12:30PM	News(2) Capitol Capers* (1) Radio Warblers(1) Sunday Serenade*(1) Don't Know(2)
12:30-1:30PM	Wayne King*(4) News(2) R.C.A. Victor(1) Trolley Trio*(1) Don't Know(1)
1:30-2:30PM	News(2) Eddie Howard(2) Harvest of Stars(2) Mr. President(1) Dancing Date*(1)
2:30-3:30PM	News(1)
3:30-4:00PM	No calls made
4:00-5:00PM	Ford Theatre(1) Don't Know(1)
5:00-6:00PM	News(2) Pause That Refreshes(1) Don't Know(1)
6:00-7:00PM	Behind the Front Page(1) Jack Benny(1) Don't Know(1)
7:00-8:00PM	Fred Allen(5) Charlie McCarthy(4) Detroit Symphony (2) Fred Allen(2) Sam Spade(1) Don't Know(1)
8:00-9.00PM	News(2) Manhattan Merry-go-round(1) Theatre Guild(1) Walter Winchell(1) Don't Know(2)
9:00-10.00PM	Take It Or Leave It(2) Theatre Guild(1) Don't Know(1)

Mon.-Friday (75 calls)

8:00-9:00AM	Breakfast Club(3) Easy Listening*(1)
9:00-10:00AM	My True Story(1)
10:00-11:00AM	Breakfast in Hollywood(1) Galen Drake(1) Ted Malone(1) Rosemary(1) Don't Know(1)
11:00-4:00PM	No calls made
4:00-5:00PM	Easy Does It*(1)
5:00-6:00PM	News(2) Lowell Thomas(1) Tom Mix(1)
6:00-7:00PM	News(8) Supper Club(3) Club 15(2) Lone Ranger(1)

Mon.-Fri. evenings, 7:00-10:00PM-Too few calls made to be significant.

TIMES

Saturday (190 calls)

9:00-10:00AM	Dorothy Andrews*(1) Haymakers*(1) Don't Know(1)
10:00-11:00AM	Meet the Meeks(3) Don't Know(1)
11:00-12:00 Noon	Holiday for Music*(1) Music(2) News(1) Stars over Hollywood(2) Theatre of Today(1)
12:00-1:00PM	Man on the Street*(1) Don't Know(2)
1:00-2:00PM	Give and Take(1) Don't Know(2)
2:00-3:00PM	Easy Does It(2) Wally Nehrling*(2) Farm Program*(1) Sports Event*(1) Don't Know(3)
3:00-4:00PM	Metropolitan Opera(2) Easy Does It*(1) Musicana(1) News(1) Don't Know(3)
4:00-5:00PM	DePauw University*
5:00-6:00PM	Sports*(2) Harlem Rhythm*(1) In My Opinion*(1) Pin Up Sheet*(1) Song Shop*(1) Don't Know(2)
6:00-7:00PM	Music(2) Hoagy Carmichael(1) Curtain Time(1) Gene Kelly*(1) Newscope(1) Sundown Serenade*(1) Don't Know(2)
7:00-8:00PM	Life of Riley(3) Suspense(2) Gangbusters(1) Truth or Consequences(1) Don't Know(1)

TABLE IX

PRINCIPAL OBJECTIONS AND LIKE BEST ABOUT RADIO AS INDICATED BY TIMES AT WHICH CALLS WERE MADE

TIMES	PRINCIPAL OBJECTIONS	LIKE BEST ABOUT RADIO
SUNDAY		
9:00-10:00AM	Commercials(4), Poor children s Programs(1)	Music(4), Drama(1), Forums (1), Variety(1)
10:00-11:00	Commercials(7), Mysteries (4), Comedy(1), Daytime Serials(1)	Music(11), Comedy(2), Drama(2) Mysteries(1) Quizzes(1).
11:00-11:30	Commercials(3), Poor children s Programs(3)	Drama(2), Music(2), Comedy(1), Mysteries(1) Quizzes(1).
11:30-12:30N	Daytime Serials(6), Commercials(4), Comedy(1), Commentators(1) Mysteries(1), Quizzes(1)	Music(8), Comedy(4), News(3), Drama(2) Mysteries(1), Sports(1)
12:30-1:30PM	Commercials(5), Mysteries (2) Daytime Serials(2), Static(2) Quizzes(1), Sports(1).	Music(9) Drama(4) Comedy(3), News(2), Educational Programs(1), Mysteries(1), Daytime Serials(1), Variety(1)
1:30-2:30	Commercials(7), Mysteries(7) Comedy(1), Popular Music(1) Poor Children s Programs(1).	Music(8), Comedy(3), News(3), Daytime Serials(3), Variety(3), Drama(2) Mysteries(2), Sports(1)
2:30-3:30	Commercials(1).	Music(2), Comedy(1), News(1)
4:00-5:00	Commercials(7), Daytime Serials(2), Mysteries(1).	Comedy(3) Music(3) Variety(2), Drama(1).
5:00-6:00	Commercials(2) Mysteries(1) Operas(1)	Music(5) Drama(1) News(1) Quizzes(1)
6:00-7:00	Commercials(4) Mysteries(3) Daytime Serials(1), Static(1).	Music(5), Comedy(3), Forums(1), Quizzes(1) Religious Programs(1).
7:00-8:00	Commercials(4), Interference (1), Popular Music(1)	Music(6) Comedy(2), Drama(2), Daytime Serials(1)
8:00-9:00	Commercials(2) Daytime Serials(2), Classical Music (1), Sports (1)	Music(9) Drama(2) Comedy(1), Forums(1) News(1) Daytime Serials(1) Sports(1)
9:00-10:00	Poor Children s Programs(1), Static(1).	Music(5), News(3), Drama(2), Daytime Serials(2) Comedy(1).
MONDAY - FRIDAY		
8:00-9:00AM	Commercials(3).	Music(2), News(2), Variety(2) Drama(1), Music(2) Quizzes(1).
9:00-10:00	Commercials(2), Mysteries(1)	Music(3), News(2), Variety(2), Comedy(1), Drama(1), Religious Programs(1).
10:00-11:00	Commercials(2), Daytime Serials(2).	Music(7), Variety(2), Drama(1), News(1).
4:00- 5:00PM	Bad Production(1). Debates (1), Liquor Advertising(1)	Music(3)
5:00- 6:00	Commercials(4), Poor Talent(1).	Music(4), News(2), Comedy(1), Drama(1), Educational Programs(1), Quizzes(1).
6:00- 7:00	Commercials(7), Mysteries(3), Poor Children's Programs(3), Daytime Serials (3), Popular Music(1).	Music(5), Classical Music(1), Drama(5) Comedy(3) Variety(2), Mysteries(1), News(1), Quizzes(1) Sports(1)
MONDAY		
7:00- 8:00PM	Mysteries(1), Popular Music (1), Daytimes Serials(1).	Music(4), Classical Music(1) Educational Programs(1).
8:00- 9:00	Commercials(2), Poor Children s Programs(1) Static(1).	Music(5), Drama(2), Religious Programs(2), Comedy(1) News(1) Variety(1)
9:00-10:00	Commercials(1), Interference(1), Mysteries(1).	Variety(3) Music(2), Classical Music(1), Educational Programs(1), News(1).
TUESDAY	Inadequate replies.	

WEDNESDAY		
7:00– 8:00	Commercials(1), Mysteries(1) News(1), Daytime Serials(1).	Music(6), Daytime Serials(2), Drama(1), Mysteries(1), Quizzes Quizzes(1).
8:00– 9:00	Commercials(6), Static(2), Mysteries(1).	Music(5), News(5), Drama(2), Sports(2), Comedy(1), Daytime Serials(1)
9:00–10:00	Commercials(1), Poor Production(1), Daytime Serials (1).	Music(3), Comedy(2)
THURSDAY	No calls made	
FRIDAY		
7:00– 8:00PM	Commercials(2), Hillbilly Music(1).	Music(4), News(3), Drama(1), Daytime Serials(1), Sports(1).
8:00– 9:00	Commercials(1), Forums(1), Mysteries(1).	Music(3), News(2),
9:00–10:00	Commercials(2).	Music(6), Sports(2), News(1).
SATURDAY		
9:00–10:00AM	Poor Children's Programs(2), Commercials(1), Popular Music(1).	Music(5), News(2), Comedy(1).
10:00–11:00	Commercials(6), Daytime Serials(2), Classical Music (1), Popular Music(1).	Music(6), Drama(3), News(3), Comedy(2), Mysteries(1), Daytime Serials(1), Variety(1).
11:00–12:00N	Mysteries(9), Commercials(6), Popular Music(2), Daytime Serials(2), Poor Children's Programs(1).	Music(13), Drama(4), Variety(4), Comedy(3), News(3), Mysteries(1), Quizzes(1),
12:00– 1:00PM	Commercials(4), Mysteries(3) Daytime Serials(2).	Music(7), News(3), Quizzes(3), Drama(2), Variety(2), Comedy(1), Mysteries(1).
1:00– 2:00	Daytime Serials(4), Commercials(3), Mysteries(1), Poor Children's Programs(1).	Music(8), Drama(2), Daytime Serials(2), News(2), Quizzes(2), Mysteries(2), Variety(2).
2:00– 3:00	Mysteries(2), Daytime Serials(2), Classical Music(1), Interference(1).	Music(11), Classical Music(2), News(3), Drama(2), Comedy(1), Quizzes(1), Religious Programs(1).
3:00– 4:00	Daytime Serials(5), Mysteries(4), Comedy(2), Commercials(2), Poor Children's Programs(1)	Music(18), News(5), Comedy(4), Drama(4), Classical Music(1), Educational Programs(1), Quizzes (1), Variety(1), Daytime Serials (1).
4:00– 5:00	Commercials(2), Popular Music(1).	Music(3), Comedy(1), Daytime Serials(1).
5:00– 6:00	Commercials(2), Mysteries(2) Daytime Serials(2), News(1).	Music(6), News(4), Daytime Serials(4), Comedy(1), Mysteries (1), Quizzes(1), Religious Programs(1), Variety(1).
6:00– 7:00	Mysteries(3), Commercials(2) Daytime Serials(2), Educational Programs(1), Public Service(1).	Music(5), News(5), Educational Programs(2), Mysteries(1).
7:00– 8:00	Commercials(3), Daytime Serials(2), Comedy(1), Mysteries(1).	Music(7), Drama(3), Mysteries (3), News(2), Comedy(1), Daytime Serials(1), Variety(1).

COMMENTS BY STUDENT SURVEY-CALLERS, FOLLOWING SURVEY.

Each student was asked to turn in a report, along with his survey tables and cards. The intention of this was to ascertain the effect of the survey on the students, and to weigh the desirability of continuing such surveys, if only for the students' sake. Below are a few excerpts from these reports, loosely classified and without comment, to eliminate editorializing from this section. For comments based on the survey and student reports, see Summary Observations.

A. On the cooperativeness of Listeners

1. "I was surprised and pleased by peoples' attitudes. They were cooperative in every way...many of the people I talked to were so interested in the survey that I found it difficult to cut the conversations short. Many of them wanted to know if the survey would really have an effect upon radio program offerings."
2. "I was surprised to receive such close cooperation from the people whom I contacted. This raised a question in my mind -- are all people in the United States as cooperative or was it just a case of helping a local or educational organization?"
3. "The most important thing I learned from this survey deals not directly with radio, but with people. I discovered that the survey was almost fun to make. I say "almost" to keep it from appearing too easy. My greatest surprise was this fact."
4. "The thing, I believe, that surprised me most was the response that I got at 9:00 Sunday morning. I imagined that people would be rather perturbed to receive a phone call for survey on the only morning of the week that they could sleep, but surprising enough, out of the ten calls I was supposed to complete on Sunday morning only two people were not at home, and I did not get one person out of bed."
5. "I learned that most people were very co-operative and I enjoyed talking to most of them. I became relaxed after the first few calls and the dreaded interviews became enjoyable conversations. It is surprising how many people really like to discuss their likes and dislikes of radio. One lady talked and talked about how much she enjoys the Sunday evening programs. We discussed everything from the comedy shows to the churches of the air."
6. "Many people seemed very willing to air any grievances they had about radio with me, and when I told them that our compilations would be passed on to the networks they felt as if their time was not being spent in vain."
7. "The one think I liked about this survey was a chance to deal with people and find out what their spontaneous reactions are when someone suddenly pops questions at them. I found that most people are very courteous and don't mind taking a little time to answer the questions."
8. "Many people took the survey as sort of a joke. Especially in Frankfort, (it is a town of some 15,000 people) where a survey seems something of an oddity."

9. "Another thing I have learned is that "people are wonderful". Let me confirm this statement. Every person I called was extremely willing to aid me and give me his opinions on the subject. The listening public was courteous and very eager to state its views."

10. "This type of survey is very effective in discovering the likes and dislikes of listeners. Due to its length I do not think it would be wise to repeat it too often. I would think people would object to numerous requests for their time, although all those I called were very nice about it."

11. "Most people reacted in a very favorable and cooperative way. Though their answers were not always "thought-out" responses, they were honest and sincere."

12. "The voices of many listeners seemed to brighten at each opportunity to offer constructive or destructive opinion to the field---anything that required their opinion seemed not only to please but to flatter them. I believe that all but a minor percent expressed their true feelings on all questions and made a real effort towards sincerity."

13. "'Call me any time that I can be of service.' Had I heard correctly?. Could this be a resident of Bloomington responding with such generosity?"

B. Effect of the Survey on the Students

1. "As to the value of such a survey, I don't know. I think perhaps it is doing more for us who take it than it has value as a method of judging audiences. Until the listening is more pointed and discriminating, until listeners think more specifically about their likes and dislikes, such surveys do not seem to be indicative except to verify the torpitude of the average listener. (I'm sorry to admit that this languor existed also among the supposedly more intelligent classes on my list.)"

2. "I think that these surveys should be continued because not only does it familiarize the students with the different aspects of radio but also it it's food for thought for the people called. It might stimulate them to think more about radio and not just think that radio is a square box that can be turned on and off."

3. "It surprised me that a lot of listeners pay absolutely no attention to what station or program they are listening to."

4. "I believe I have improved my knowledge of radio because I explained it enough to the people I called."

5. "I must admit, although the surveys were rather a bother at first, I enjoyed doing the work. It was a change from the usual line of college work and proved a relief from the boring set-up of classes. Of all the work I have done in high school and college, and there is a lot of it, this has proved more interesting than anything I have ever done before."

6. "In my survey in the East I found variety shows like Bob Hope, Red Skelton and the like more of a favorite among the people, than in the Bloomington area."

7. "I was quite surprised to find that the principal objections I have held toward radio in Bloomington were anything but prominent in my survey."

8. "I was surprised at the low grade of the programs preferred. One wonders if the poor quality of most of them is causing the taste of Americans to deteriorate."

9. "I think this survey is very effective since it is much more detailed and contacts a more intensive cross section of the people. In its own small way, it will start some of the people thinking about radio instead of just taking it for granted."

10. "I was surprised to find that a large percentage of the people on Sunday morning listen to churches over the radio. It seems that a lot who are not able to attend church listen."

11. "It was very interesting and I think beneficial contacting various types who comprise the group of us humans. From the woman who becomes extremely nervous when she hears operas to the gallant mother who thinks that children's programs are even bordering on the 'sexy side'—they all proved a great group of subjects and the work was well rewarded."

12. "I did think that the percentage listening would be larger than that realized in my survey: 50% listening out of the 24 home town listeners on Tuesday nights, and 20% listening out of the 25 Bloomington residents contacted at poorer periods."

13. "Remembering that musical programs had a low Hooper rating, I was surprised to find that of my calls, Music headed the list of what people liked best. (It would be interesting to take a survey asking for people's preference in music). Comedy was their second choice, but many seemed to agree that the comedy programs definitely needed some rejuvenation, and that a lot of 'comedy' programs were not funny."

14. "Another think that was surprising was the number of people in both towns who preferred classical music, or 'good' music, as they said—especially in Bloomington. Another item that was not too important but rather ironical, was that of the few people in South Bend who thought that radio was getting worse, two of them were listening to Bob Hope at the time."

15. "The majority of people prefer musical programs above all others. This conclusion, I believe, is contrary to the impression given by national polls."

16. "I knew, of course, that there were a lot of radios, but I was surprised to find that some families had 4 or 5 in their homes. In both Bloomington and Tipton there were more people with more than one radio than with only one. I found no one who had no radio at all."

17. "Income didn't seem to have a tremendous influence on the number of radios owned after a certain point."

18. "Before this term, I was one of those few that possibly felt radio was 'lousy,' and that because I owned a radio the stations owed me a duty to cater to my feelings. We are lucky and I am thankful."

19. "The thing I liked best about making this survey was the fact that it gave me a chance to talk to a percentage of those people who are the bread and butter of every network, every local station, every announcer, every sound engineer, every radio lineman, and every janitor that sweeps out a station....the listening public."

20. "The most humorous incident occurred when one lady thought that I was one of her friends playing a joke on her. I told her what I wanted and she only laughed and said, 'I know who you are!' It to ok me almost five minutes to convince her that I wasn't her old 'trick-playing' friend, Albert."

21. "In working with this survey, I discovered that it was helpful to the radio student nottonly in that its results found the attitudes of the listener and important statistical information, but also in calling listeners the student learned that it is necessary to be diplomatic in radio as it is in so many fields of enterprise. It helped train our telephone and hence our radio personalities."

22. "I learned that an accurate survey must depend upon the way in which questions are asked. Too many times, if not warned in advance, we could have put words into peoples' mouths. Even different inflection of a question produces different answers. In the last analysis, though, the individual differences of student surveyors may produce only random effects, which tend to cancel."

23. "To me this survey not only tells us something of people's listening habits but reflects to some extent the very fibre of the public."

24. "In America broadcasters give the audience what it wants." What is meant by 'audience'? The actual or the potential listeners? We also hear that radio programming is designed for the masses. What masses? If a conclusion may be drawn from the persons I contacted, the masses are not listening. If radio programming is controlled by the tastes of the present listeners, it is not necessarily meeting the needs of the majority. By my survey, the majority isn't listening."

25. "Those who don't listen often have an objection to radio. I believe that radio needs to know those objections. It seems even more important than the popularity of existing programs. Is this the only survey for radio that is interested in the reactions of all people—listener and non-listener alike?"

26. "Another thing I learned from this survey is that no radio surveys can be 100% dependable."

27. "This report taught me less about radio listening than about radio non-listening. Only about fourteen from forty-nine had their radios on, and of these, only a few knew what they were listening to."

28. "It seems that the majority of the radio listeners listen with about a quarter of an ear, and engage in other activities while they do so. Many people put the radio on and leave the room."

C. The Public's Opinion and Understanding of Radio

1. "By such surveys the radio industry may become more conscious of the lack of concern it stirs in the average American home. Also the minority that think radio is worse should be taken more seriously for an active minority can be more powerful than an inactive majority."

2. "I enjoyed talking to the different variety of mankind, some stupid, some intelligent, some -- the "I don't care" kind. I believe what surprised me most was that people don't pay too much attention to radio and the majority of those I talked to thought that radio was getting better."

3. "From my survey, I think sponsors would be wise to run a lot more good musical programs, and not place so much emphasis on comedy."

4. "Before I made my calls, I was almost certain that most everyone would 'rant and rave' about commercials, but amazingly enough they would quietly give their objections and some didn't have any objections at all (or else they didn't tell me)."

5. "The majority of the people I talked to disliked radio commercials because of too much breaking-up of fifteen and thirty minute programs, and especially the use of commercials during station breaks."

6. "I discovered that if I made them feel that their opinions would be 'aired' and that their 'gripes' would be used to good advantage they were more willing to co-operate. Reactions are friendlier when people think their ideas are important and will be carefully considered."

7. "I do not believe that the average listener seriously thinks about the radio. He uses the radio for enjoyment, which is natural, but very seldom thinks about his likes and dislikes and how they can be amended. If he doesn't like the program, he just 'turns it off'."

8. "I would conclude from my calls that radio is making neither a very favorable impression nor an exceptionally poor one, but is at a standstill."

9. "A possible note might be added for the advertising agencies who handle the promotion of FM sets and set-ups.....A lot more publicity along these lines is certainly needed if FM is to sell. Most people who were contacted, had either never heard of it, or didn't know much of its operation."

10. "Several complained about the commercials. One said that they were written for eight-year-old children."

11. "After I asked if the person thought radio better or worse there was always a pause and he would nearly always admit that he had never thought about it before."

12. "Their biggest complaint was COMMERCIALS. They were not complaining about having to listen to them, but were more annoyed at the type of commercial that was forced upon them."

13. "It seemed to me that many of them felt that radio was a thing that's just "there", like the air we breathe, it's there for our convenience, and they don't give any thought to it. There's little they feel they can do to change the situation."

14. "I had the feeling, and I received the comment from many, that they hadn't given any thought to the subject of many of the questions."

15 "By and large it is for entertainment that the average listener turns on his radio. This came as rather a surprise to me, mainly because I have been reminded so often this semester that radio also offers great opportunities in the educational field. Evidently the public knows nothing about this potentiality. They should be informed."

16. "I found several women who strongly objected to murder stories on children's programs. These women believed that this particular type of program could be detrimental to a child's mind."

17. "In the majority were those people who believe radio is improving and progressing. They seemed to think that most programs are selected with care and good taste."

18. "Very few people offered any objection to radio programs and the way they are conducted. One lady even enjoyed the commercials."

19. "A lady when asked if she had a principal objection, answered, "Objection. — heavens no. We are lucky to have a democratic country and a radio conducted in a democratic manner." That set me to thinking and too surveying my own reactions prior to taking this radio course."

20. "One lady said she had no objections to radio. I asked her if she liked the commercials and she replied, "They're necessary, otherwise we would have to pay more taxes; so at our house we don't look down on commercials, but instead we're thankful that we have'em." I also liked this comment; ...."What I like about radio is the way the announcers and people talk to you, just as though they were in your own home."

21. "One woman went to great length to tell me that neither she nor her husband drank or smoked and therefore would not listen to programs which glorified the habits by advertising them with high sounding words. She said she regretted not being able to listen to Red Skelton and Wayne King's programs, but refused to support their products by listening."

22. "The surveys left me with the impression that many people are rather vague concerning their desires in programs. They seem to accept the inevitability of being "pushed around," hoping, perhaps, that radio will contain enough variety to allow them to find preferred programs. Only a few were emphatic about their likes and dislikes."

23. "In my opinion, the average listener does not think seriously about radio. He accepts it without question. He has very few suggestions and less criticism. On the whole he is guided instead of being the guide."

24. "The population around Bloomington favors religious programs very much. Even though Bloomington is in the southern part of Indiana, modern and classical music take precedence over the hillbilly style. This fact surprised me very much."

25. "Musical programs seem to be the great favorite. Is it because they are relaxing and are not an intrusion on our thoughts? But radio cannot hold its own with music."

26. "One man stated, "We would have the radio going all day if we had good reception.""

27. "Those few who had a definite opinion as to their objections, were really good, and having such a definite answer as the question was popped to them, I think shows they have given considerable thought to the subject beforehand."

28. "One fellow objected to commercials, condemning their "moronic" level as if listeners were a bunch of _____ _____."

29. "One man expressed himself quite well when he stated that he didn't mind commercials at the beginning and end of a program, but he hated it when they interrupted the middle of a program for one."

30. "I received a big charge out of the people who thought I was calling for a quiz program. They actually seemed surprised when I offered no reward."

31. "One woman was listening to a program she did not like, in the hopes that two singers who came at the end of the program, would sing a religious song."

32. "Most people said they liked to have the radio on while they were doing other things and I think that is why so many were interested in musical programs."

33. "One man was peeved because his reception had been interrupted by a short wave operator in his neighborhood. He also objected to the "outlandish and confusing titles" given programs in the newspapers."

34. "As in the case of high school students, adults are not as discriminatory as they should be. I contend that teachers should start now to working with students on radio listening."

SUMMARY OBSERVATIONS

A. The Telephone Survey as a Method

The first observation we should like to make is that, unless a minimum of ten to twelve thousand completed calls are made for any given week in a given area, it would seem to us that the dependability of such surveys for rating program popularity is dubious and that far too much importance might easily be attached to their results, unless only a limited number of program periods are involved.

In our survey last year, every telephone in Bloomington was called. Yet, even with the 5 481 completed calls made, only two or three listeners were found for some periods. Percentages based on such figures would seem to have doubtful validity. There are 196 half-hour periods in the 8:00am to 10:00pm broadcast week. There are also many periods of the day when survey calls should be made every quarter-hour to have significance, although undoubtedly calls only once each week for Monday through Friday daytime programs are fairly adequate, and reduce the total periods it is necessary to call by perhaps forty periods. If forty persons are called during, for example, only 150 periods during the week (which seems a fair compromise) for a total of 6 000 calls, ten callees (or 25%) may have their radios on. Three may not know what program or station they are listening to. Percentage charts based on the remaining seven listeners for a given period when a dozen or more stations are frequently available for listening as new stations go on the air would seem to have dubious validity in determining what a nation wants in radio fare. If calls are not compiled for non-network stations and programs, much of the true picture is also lost. It is partly in order to show how small a sample we really have for listening preferences for many given periods in spite of the large number of total calls, that totals in actual numbers are frequently indicated in the present survey in many cases. Although the samples we have, based on a total of 4 120 calls are frankly too small to convince us of their validity as to listening preferences for any given period, with the possible exception of Tuesday evening, and although we recognize that a telephone survey may not be the ideal type for securing

the answers to some of the questions we would like to have answered, we do believe the number of calls is large enough to give adequate answers to some of the other questions we ask the listeners. Though there is a certain subjectivity to many of those questions, the number of replies per question for these questions at least usually runs into the hundreds. Hence our emphasis, in the results of this survey, on what we believe are those parts based on figures large enough to be valid, and not, to our knowledge, available elsewhere.

B. On Rating All Programs Together

We were surprised again this year to find that, although certain variety programs are in first place, in audience ratings, most listeners, from the point of view of programs they liked best, and would apparently like least to lose, music, news and several others rate above variety. Basketball, for example, seems to take on greater meaning after noting listening results. Is there not a danger that disproportionate importance is often attached to the types of the top few programs, with a consequent artifical shift of emphasis of the balance of all programs offered? If ratings are followed closely, would everyone not end up with variety programs? Does the rating evidence we have prove that people want more variety programs or only that Bob Hope or Fibber is their favorite program once a week, whereas what they would really miss most, and like more of, is music--or news--or sports--or forums? Does anyone know how many variety or quiz programs the average listener will or can "take" or absorb during the average week? What would happen to American radio if, for two years, no surveys were taken, or available, and the industry's own creativeness and good sense determined all offerings?

C. Comparisons with Last Year's Findings

Frankly, one reason we wished to take this year's survey was to compare listening this year with that of a year ago. The radio station situation in Bloomington has changed greatly, and we believe this change is being duplicated throughout the nation. In the opinion of those of us who spent many hours scrutinizing network schedules and listening to programs, for awards committees and enjoyment, there have also been, this year in our opinion, a far greater number of better-produced programs of social, civic, political and cultural significance than last year. Never before have there been so many fine documentary and well-produced programs. Do the listeners know this? The student surveyors, when asked this question, reported almost unanimously that in their opinion there was only a very slight awareness of this improvement, and that discouragingly few listeners still know nothing of it. The same lack of information about these finer programs still seems to exist. Familiarity still seems to be mostly with the high-rating, established shows, while new, even significant programs die unheard because of low ratings, or rather because few people ever knew about them. Is more adequate promotion of new programs, new ideas and new talent not needed if they are to establish themselves? If new blood is to be developed, must it not be given more help, and a longer period of apprenticeship? How were Jack Benny's or Fibber McGee's or Bob Hope's ratings the first year they were on the air?

Although isolated attacks are being made by many stations and networks on the great problems of the day and of the world, listener awareness seems to indicate that concentrated impace is still missing in all too many cases. The greatest communicating medium in the world seems still not to have found itself fully as an instrument of peace and understanding. Four-network cooperation of the sort outlined in Variety and Billboard magazines nearly a year ago, discussed at the Wisconsin Institute, and later presented to the Advertising Council by Mr. Kobak, would still seem desirable, although the writer is aware of the attitude of the networks toward four-network offerings -- an attitude traceable to wartime experiences. Is it not worth another trial? Are these times not serious enough to justify one more attempt at such cooperation, and joint co-production pools, on perhaps a one-a-week basis, even if only experimentally, or during the summer season? Need the same mistakes be repeated? Are networks satisfied with summer audiences, summer accomplishments, and the job radio is doing in the field of world awareness? The indifference so many people show to the great problems of today and to radio, which during the war was such a

vital part of their lives, should be an indication that something more should and could be done to shake the people and radio out of their respective lethargies. Radio has made probably the greatest start of any of the media. Could it not take the one or two additional steps necessary to be sure that it is going the whole way?

D. On "Soap Operas" and Other Criticized Programs

One of the most reassuring aspects of doing a radio survey of the same area repeatedly is the feeling you get that "the people", though not too well informed on the full meaning of world problems, are a fairly stable lot. The "soap opera" is obviously no longer a problem. In most areas a decreasing proportion of the stations now carry them, thanks to increasing competition, and those that are retained seem to be enjoyed by a sufficiently large group to justify their presence. It would seem on this basis that there is also little generally to fear from murder mysteries, although certain crime coincidences may refute this statement. Most listeners seem well-balanced and normal. And the same would seem to go for disc jockeys and the other "problems" of radio. Like women's fashions, radio's history reveals many fads and phases. The fact that static is increasingly indicated as an important objection in certain areas does not prove that static is worse, but probably only that people are beginning to have fewer other objections to talk about. It would also seem to indicate a certain number of listeners who will appreciate FM.

With new radio stations going into more small towns, the understanding of radio operation seems to be increasing. More local programs are being heard. People have stations and sponsors nearer by to complain to, or to praise, either in writing or in person. The rapport between radio and the people is apparently becoming closer. As long as this trend, rather than the opposite, continues, the sensitivity of radio to its public should increase. If this influence can be increased and enlarged, with the assistance of organized, intelligent radio councils, and if too much importance is not attached to "listener ratings", radio should become better, in all senses of the word.

E. Evaluation

As stated above, this survey is run principally for the purpose of acquainting future radio personnel at our institution with the meaning, importance, validity, and some of the methods, of Audience Measurement.

Various other types of radio surveys are carried out each year, by personal interviews and group experiments. The present survey, then, was not carried out by a professional survey organization, or for purposes of pleasing or displeasing any group or force. Except for this final section, plainly labeled as personal opinions, based on the conclusions as we see them, objectivity was the keynote. The students were briefed on the absolute valuelessness of any survey attempting to prove anything, and the "right answers" were not suggested to callees.

We know our students, the broadcasters of tomorrow, have learned a great deal from this survey. We modestly hope the broadcasters of today may also find it of some interest and value.

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